5/73

alla Publication

CONTRACT

THE BUSINESS MAGAZINE OF COMMERCIAL FURNISHING & INTERIOR ARCHITECTURE

Federal fire regulations coming
How carpet showrooms serve specifiers
Operations management sparks RMM designs
NEOCON to be new product mecca



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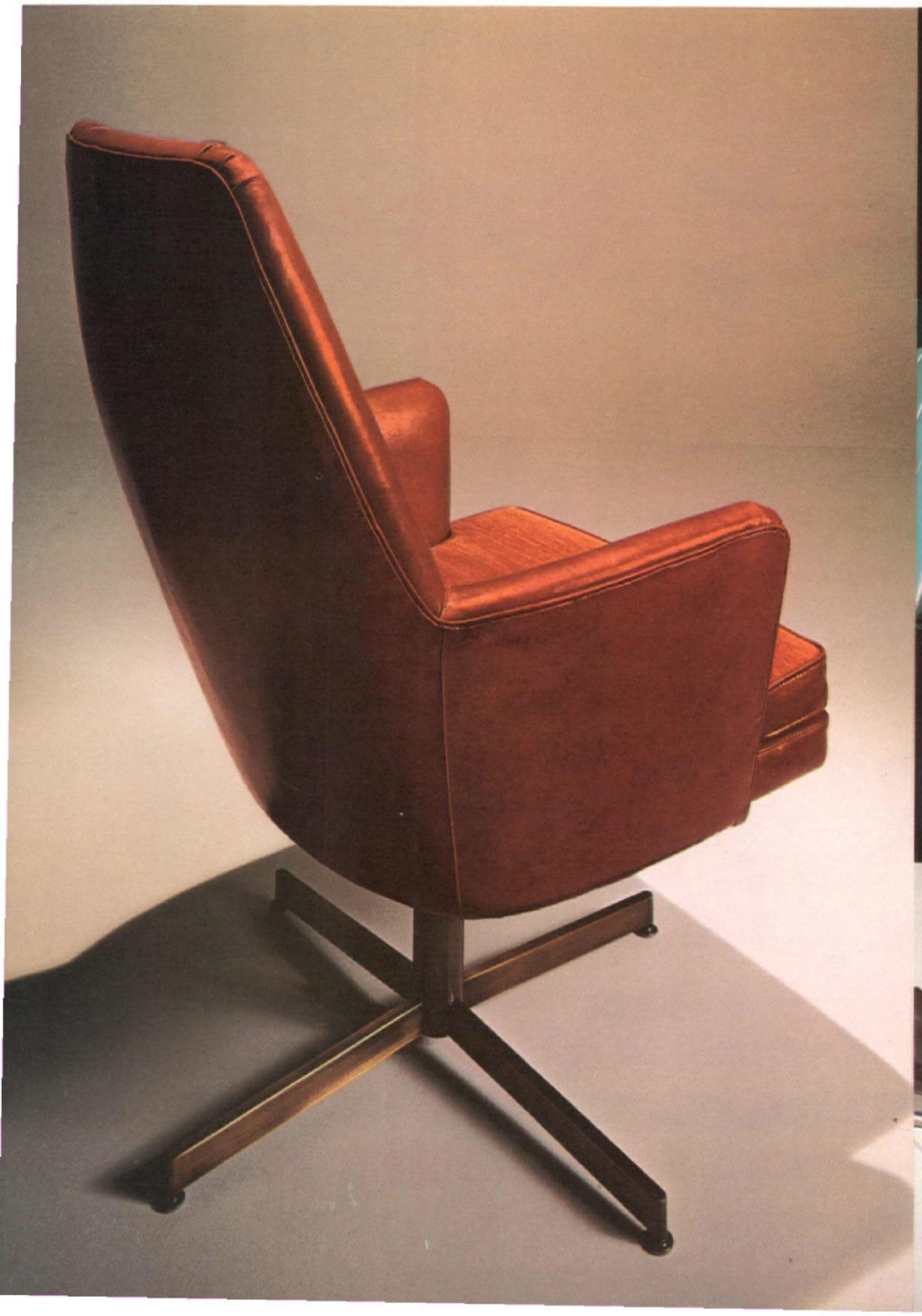
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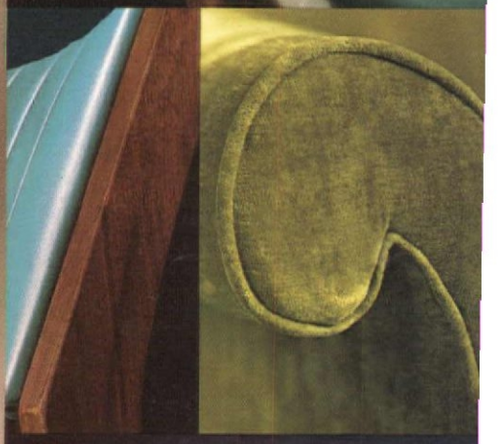
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5/73
VOL. 13 No. 5

CONTRACT

THE BUSINESS MAGAZINE OF COMMERCIAL FURNISHING & INTERIOR ARCHITECTURE





P. 66



P. 88



P. 102

Cover: Graphic and to the point is this cover design by Appelbaum & Curtis spelling out the arrival of NEOCON 5, at The Merchandise Mart, Chicago, June 20-22, 1973, a preview of which starts on page 64.

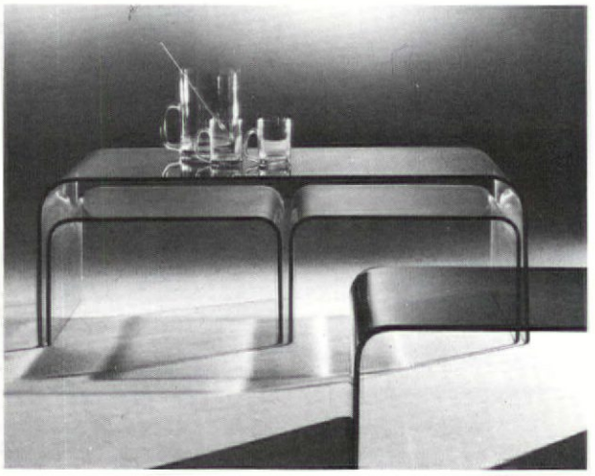
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67 **NEOCON Seminar Programs Span All Design Disciplines.** Entire spectrum of design considerations from ecology to energy zeroed in on by carefully constructed educational program.
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85 **American Furniture Mart: 114 Additional Contract Lines.**
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88 **Tight Project Control at Richmond Manhoff Marsh Promotes Better Esthetics, Planning, and Design.**
Young, aggressive, and growing Chicago design firm concentrates on getting jobs done right, on budget, and on time.
94 **Federal Fire Regs Due for Furniture; Contract Jobs Covered by Local Codes; Smoke/Toxic Gas Regs Possible. By Richard D. Hoffmann.** Recent FTC hearings on fire hazards in furniture construction have revealed complex problem; initial FTC regulations for furniture may be similar to test procedure established for mattress industry.
96 **Carpet Scope: Carpet Showrooms Offer Designers Objective Specs.**
Variety of needed services provided to protect budget, client, and designer responsible for specifying carpet.
101 **Inflation Not Affecting Interior Designs; Important Items Threatened By Drop of Dollar as well as European Inflationary Climate.**
Designers, manufacturers, and importers agree that prices may go up in some areas, but will basically remain stable.
102 **Italian Manufacturer Eliminates Middleman with Own U.S. Showroom.**
As the first Italian producer to open its own U.S. showroom, Sormani plans an ambitious expansion program that may find others following.
104 **Furnishings Bids Coming Up in Revamp of Army Barracks.**
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Graphics, transportation, and commercial interior design are all part of the realm of Industrial Design Office, Ford's non-automotive design arm.

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clamp table — 3/4 inch polished plate with polished chrome steel base



stacking chairs — polished chrome steel frame with leather seat and back

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CONTRACT

COMING IN CONTRACT

JUNE—CONTRACT FLOOR COVERING GUIDE: George Levine, publisher of Contract Carpet Research Company's Cross Index of Commercial Carpet, writes a special article emphasizing specification elements of importance to the contract designer/specifier. Plus a special excerpt from the Index, listing by construction all second generation soil-hiding contract carpeting qualities available to the designer. Also, new developments in resilient and hard flooring; Designer's Saturday projection; How The Belgian Linen Association serves specifiers; and Preview of National Library Show, Las Vegas, June 25-28. NEOCON 5 AT SHOW: LATE SUPPLEMENTARY PROGRAM AND PRODUCT INFORMATION.

JULY—Open Plan/Office Landscape Sources and the products they provide are listed in complete detail for designer/specifiers in this comprehensive open plan furniture and furnishings directory. Canadian furniture designs also come in for major attention in this issue, with exposure of the latest designs from our neighbor to the north. Plus Part III of Fire Retardancy and the Designer; Acoustical considerations in the open plan.

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BPA

The Rye Collection — a revitalized statement of the Bauhaus philosophy by Ralph K. Rye — brilliant young American architect, city planner and industrial designer. The Collection, which includes totally related light-scale occasional chairs, massive lounge seating and related tables, offers the designer a marvelous variety of elegant options with which to fulfill the requirements of both contract and residential interior environments.

Brilliantly conceived and perfectly executed, Chair No. 605 epitomizes the philosophy of the collection. It is ideal for conference, guest or dining application. May we send you a brochure?

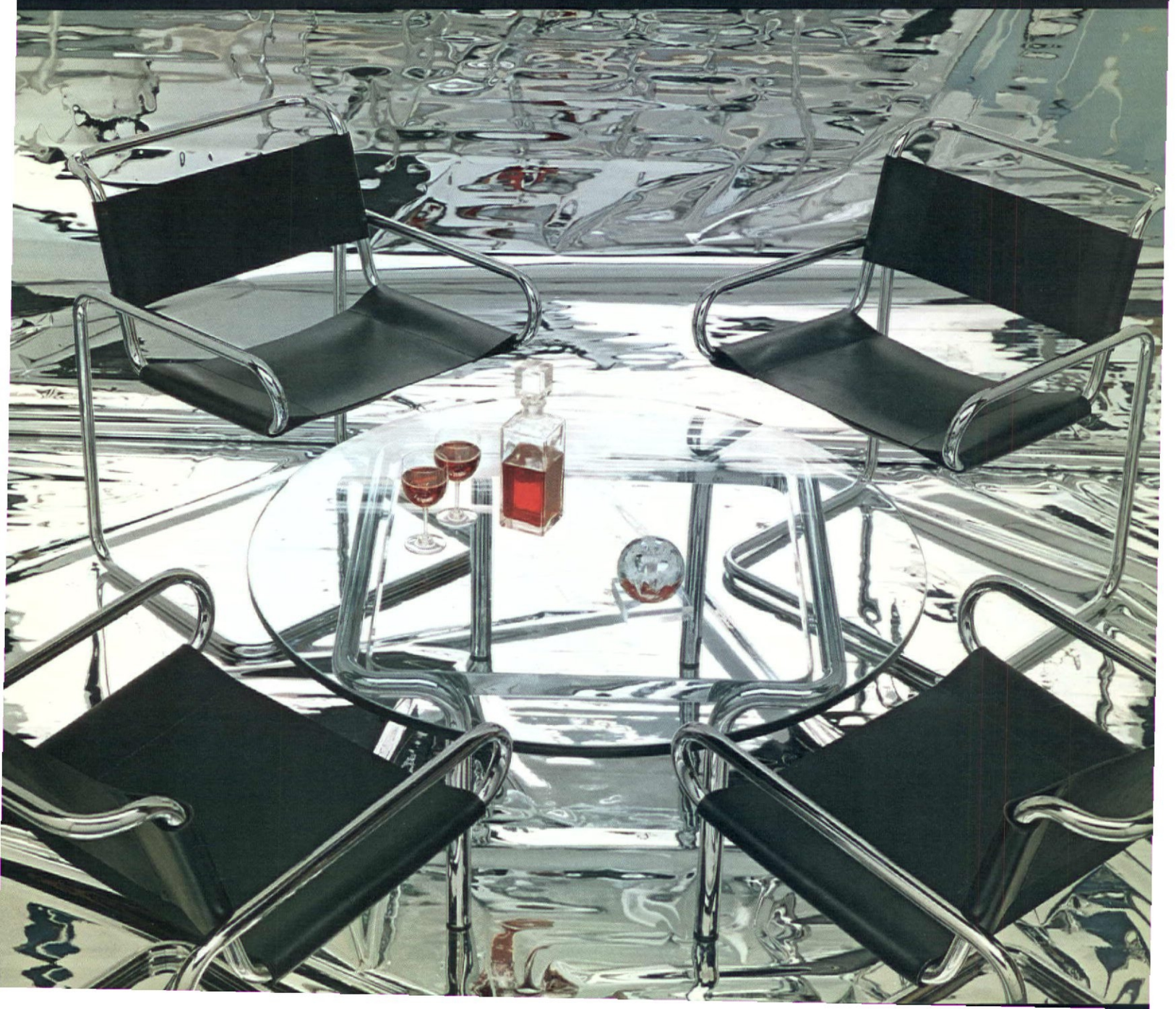
Marble Furniture Company, Bedford, Ohio 44146
A Division of WH Furniture Group, Inc.
Showrooms:
155 East 56th Street New York, New York
11-113A Merchandise Mart Chicago, Illinois
The Icehouse San Francisco, California

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armchairs that stack



the robin day chair

Since 1965, made in USA by John Stuart International. Robin Day chairs are warranted not to chip, craze or crack, or loosen from their base. Nor lose their flexibility or leather-like texture. In use in 23 countries for all manner of public seating.

the alpine chair

Called by a friendly critic "the nearest thing to faultless furniture." Frames are 14 gauge square tubular steel, all exposed parts mirror polished chrome. Seats, backs and arms well padded with 100% urethane foam upholstery.



No. 40
It stacks



No. 40G
with ganging hook
It also stacks



No. 45
The wall-saver
does not stack



No. 103
The chair
bench-mounted



No. 96
The armchair
with swivel base



No. 113
The armchair
bench-mounted



The Alpine side chair
No. 906 stacks
(back panel 5½ x 17½)



The Alpine side chair
No. 904 also stacks
(back panel 10½ x 17½)

The Alpine and Robin Day Series. Color range, specs, Furniture Research Testing Lab report. Write for Robin Day Catalog.

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Kurdistan A Caucasian masterpiece from another time so right for now with 5 colorations to choose from.

Nomad Adventurous and exciting in its classic old world Aztec beauty, in 6 striking colorations. Also available in 3 area rug sizes.

Persiastan Oriental design broadloom in a delightful bouquet of 5 colors.

New Vista A five star grouping of bold designs and colors—hexagons, chevrons, swirls, snowflakes and mosaics. Also available in 3 area rug sizes.

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Good fortune is sure to follow when you bring one of Couristan's good luck carpets into your home.

Couri Carpet Co., Division Of
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SIMPLE AND PROVOCATIVE



Dear Editor: I hope you know my earlier brief transmittal (reproduced in full above) says more than "far out." Your work at CONTRACT is quality oriented and I am proud to be associated with you. The "Office Landscape Cop-Out" article in 3/73 CONTRACT is presented in a simple, yet provocative manner. I would enjoy sharing in any responses that you receive (positive or negative) concerning it.

SAM A. SLOAN
People Space Architecture Co.
Spokane, Wash.

COVER IS GRAPHICALLY APPEALING

Dear Editor: Just a few words to compliment you on your new cover design. As both interior and graphics consultants, we greatly appreciate the fresh, bold, and clean type and its relation to the cover.

ROBERT V. VALENTINE
President,
Design Collective, Inc.
Columbus, Ohio

IN FAVOR OF CHAIR MATS

Dear Editor: The opinions expressed by William Pulgram ("Furniture Component Developments Upgrade Designer Specifications"; 2/73 CONTRACT) should have certainly been tested before being written as gospel. For there just isn't anything that can take the place of a good quality acrylic Plexiglas chair mat, properly fitted and in the correct thickness, depending on the size of the mat. No matter what caster you use, foot scuff marks will eventually tear up the carpet. The carpet will get oily and dirty from the chair mechanism, and the user of the chair will most likely develop back trouble from pushing his chair on any carpet, especially the lush type of carpet now being used. Economically, it is far less expensive to maintain an area covered with a Plexiglas chair mat, for that particular area is much easier to keep clean.

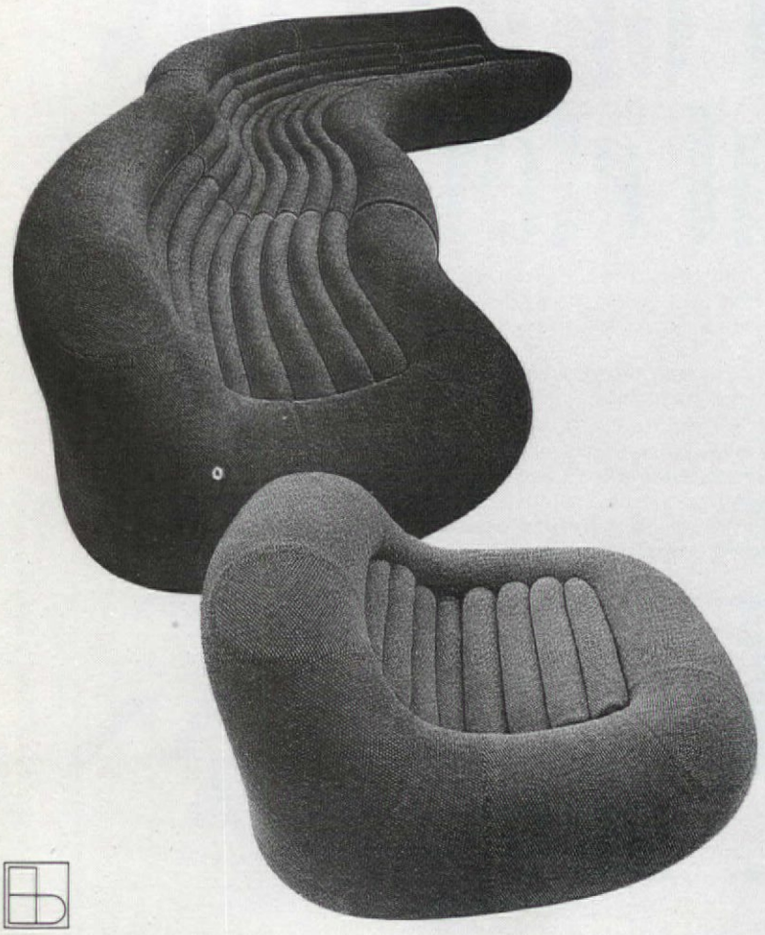
DORE ORENSTEIN
Owner, Chairmaster Co.
Passaic, N.J.

IT COULD HAVE BEEN SLICK...

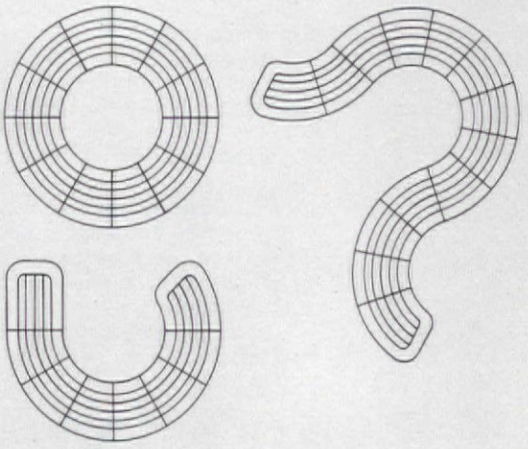
Dear Editor: Concerning your editorial use of our newspaper ad in 3/73 CONTRACT as "Editorial Without Comment," we are not against having our ad published. However, it would have been a good idea to check with us before doing so. We could have provided a "slick" proof for better reproduction, and would have suggested that a "comment" describing that we are a furniture dealer and not a manufacturer be added. This would have saved our answering phone calls and letters from people requesting our catalog.

HARLEY FLEISHMAN
President, Fisher Office Furniture
Milwaukee, Wisc.

Circle No. 9 on reader service card



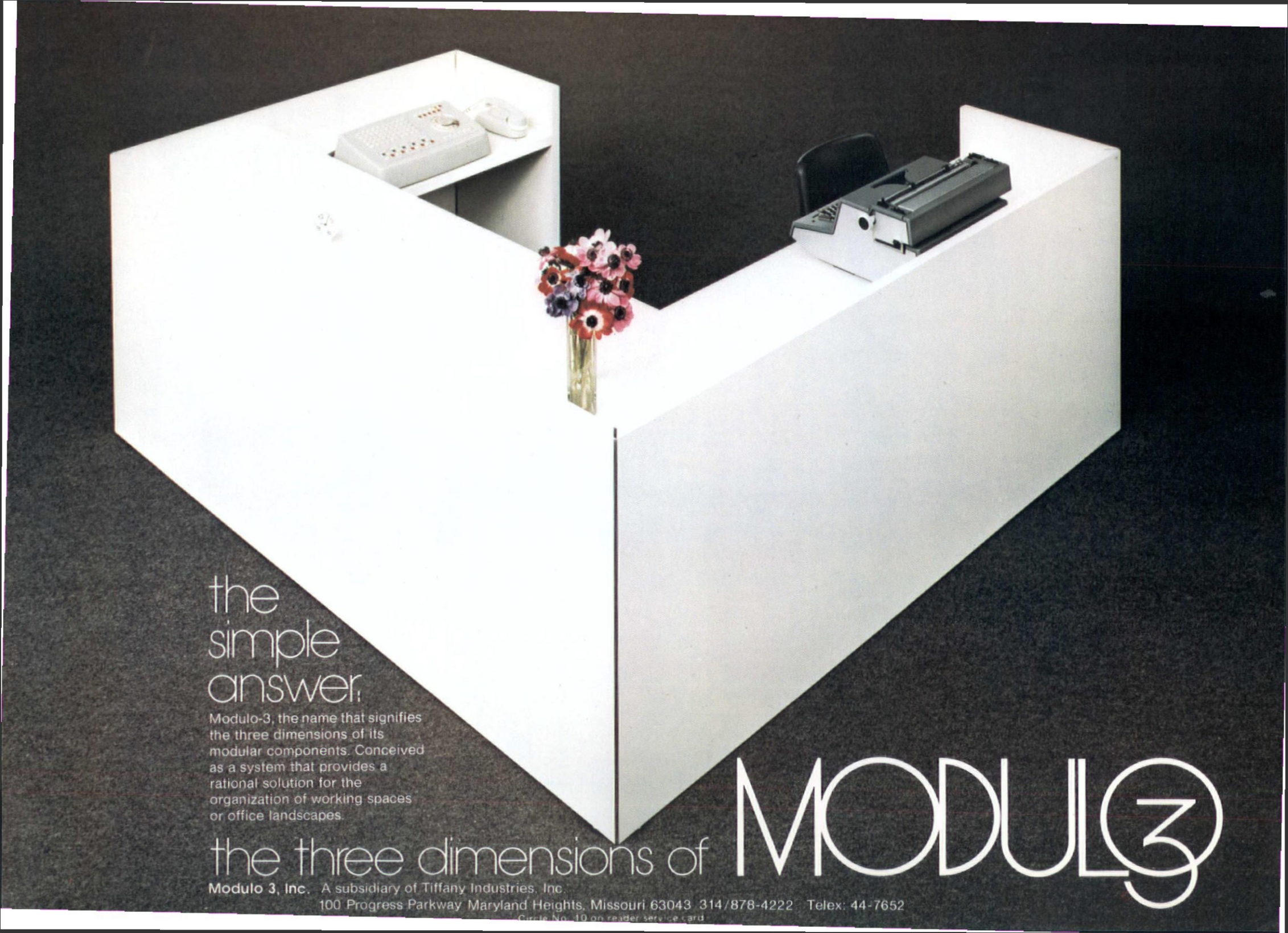
An exciting new concept in modular seating — CARRERA from Italy exclusively via the Edwin Buzan Collection. Constructed of high density foam in a choice of fabrics or leather coverings. Uniquely comfortable ribbed center section is removable for easy cleaning or replacement. Formal or fun, let your imagination form your own sweeping curves or straight-line groupings.



Showrooms:

S&J Marketing Assoc.	331 No. Wells St., Chicago, Ill. 60610
Designer Products, LTD	25B, 26th St., Atlanta, Ga. 30309
Marder Assoc., Inc.	Plaza 16, Ardmore, Pa. 19003
Shep Brown Assoc., Inc.	27 Stanhope St., Boston, Mass. 02116
Robt. Krellman & Assoc.	50 E. 53rd St., New York, N. Y. 10022

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LATE BREAKING NEWS . . .

Western Woodworking Show adds Fabric Pavilion to exhibits

A colorful, brand-new "extra" has been added to the 9th Western Woodworking Machinery & Furniture Supply Fair—the new Furniture Fabric Pavilion, which will occupy a special area of its own at the Anaheim (Calif.) Convention Center, scene of the Sept. 21-24 equipment show.

Designed as an integral part of the WWM&FSF exhibition, the pavilion is expected to form the largest exhibit of textiles for the furniture industry ever assembled in a show. The display is expected to feature fabrics of up to 50 of America's textile mills. It is sponsored by the West Coast Furniture Fabric Club, an organization of mill representatives, marking the first time the group has joined in an exhibit with machinery and supply manufacturers.

Edward R. Radomski, President, Suppliers Chapter of the Furniture Manufacturer's Association of California, which sponsors the show, called the fabric exhibition "a marketing and educational tool," adding: "It will be something totally new for the estimated 7,500 executives of furniture manufacturers and related businesses who will attend the show."

Additional information is available from The Show Company International, 1605 Cahuenga Blvd., Los Angeles, Calif. 90028.

IBD designers to participate in NRA Convention exhibit

Professional designers from Institute of Business Designers will lend their creative talents to the "New Ideas for Profits" exhibit at the 54th NRA Restaurant, Hotel-Motel Show, May 20-23, Mc Cormick Place, Chicago.

Frank Mingus, project coordinator for IBD, said members throughout the U.S. will participate in the program, which includes planning and presentation of design ideas for the exhibit. New Ideas for Profits will showcase new products, services, and design ideas for the lodging industry.

Contract Marketplace Show Scheduled for New York City September 18 and 19, 1973

Contract Marketplace New York, a two-day market and educational medium for the contract field, has been announced by Samuel L. Greenspan, Inc., producer. Scheduled for September 18 and 19, 1973, at the Americana Hotel, New York City, the event is aimed at the Metropolitan New York contract market, where more than 50 percent of contract specification takes place, according to the show sponsors.

The show will be restricted to specifiers, architects, interior designers, business designers, and space planners, as well as builders and other key purchasing executives at the end-user level, according to Greenspan. These users include hotels, motels, restaurants, hospitals, nursing homes, schools, dealers, and others.

Further information is available from Samuel L. Greenspan, Inc., 52 Vanderbilt Ave., New York, N.Y. 10017.

More profits for innkeepers

Stephen W. Brener, Senior VP of Helmsley-Spear, Inc., and head of its Hospitality Div., predicts a successful year for the hotel-motel industry in 1973. A profit upswing in many third- and fourth-quarter 1972 statements, and the continued hostelry "building boom," are key reasons for optimism. "However," he warns, "rising operating costs, reduced earnings, and possible over-building in some areas will mean that not all innkeepers will see profits."

A&D Building Plans week-long event in June

The first annual A&D week will be held June 4-8 by Tenants Association of the A&D Building, 964 Third Ave., New York, announces Sylvia Hoffman, President of the Association. All 31 Association-member showrooms will be opened all day, presenting new products and rewarding ideas for professionals—architects, contract designers, and decorators. Special daily events are also being planned.

New logo for AH&MA

A new pictorial device has been chosen to identify the 8,000-member American Hotel & Motel Association. The new trademark replaces the familiar red star in a circle logo that has symbolized AH&MA for 11 years.

American Hotel & Motel Association

Through continued use and exposure, the new trademark will become familiar and immediately recognizable. The designers, Cole & Weber, Inc., a Seattle, Wash., advertising agency, believe this will be accomplished, as "some readers may see the letters A, H, M, and A in the design. Others," the designers explain, "may see shelter. In its color version, our new mark is striped red, white, and blue—with a star. American."

Rust new V'Soske President

James Rust, formerly with Golightly & Co. International, Inc., a management consulting firm, has been selected as the



new President of V'Soske. This expansion of corporate management at V'Soske is expected to provide more time for the creative capability of the organization to advance in the design, manufacture, and new technologies of carpeting and hand-made rugs.

1973 InterRoyal Competition centered around sound

Sound is the challenging theme that has been set for InterRoyal Corp.'s 1973 Student Competition for Design of Functional Interiors. This year, students enrolled in schools of architecture and interior or industrial design are being asked to convert a deserted, doorless, windowless grain silo into an audio lounge complex for the use of students that must: a) relax and gladden the eye and b) be conducive to a wide spectrum of auditory experiences.

Winners will be announced in May. First prize will be $1,000, second prize $500, and third, $250, with two honorable mentions to be chosen. All entries will be returned to the students, but InterRoyal will offer $500 to any student whose entry it wishes to retain.

Circle No. 11 on reader service card ▶

All-Steel 200 Series—client satisfaction

We believe we have given you everything you wanted in a chair line; design acceptance, exceptional comfort, a built-in quality and dependability that you expect from All-Steel. 9 models, tufted or non-tufted. For more information write: All-Steel Equipment Inc., Aurora, Illinois. Showrooms in New York, Chicago, Los Angeles, Aurora. In Canada, B. K. Johl, Inc., Montreal, Toronto, Vancouver.

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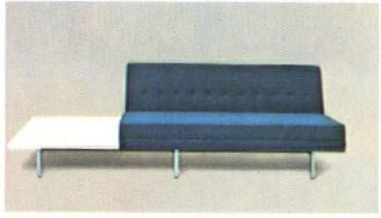






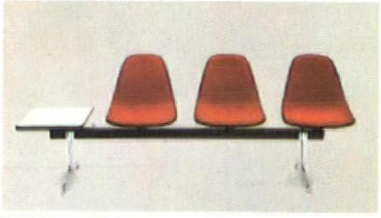
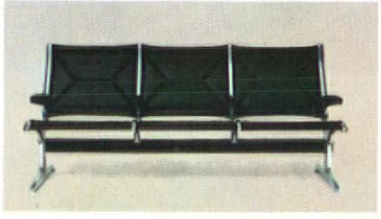
commercial seating

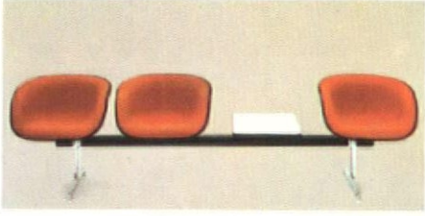







lounge seating



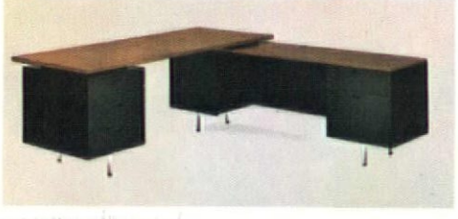
tandem seating







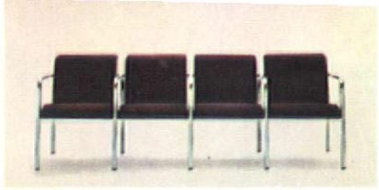
tables







executive office group

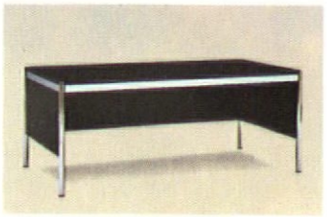


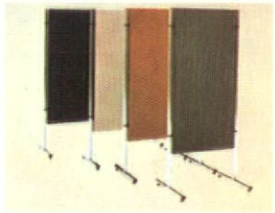





tubular collection





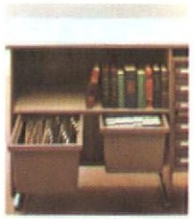
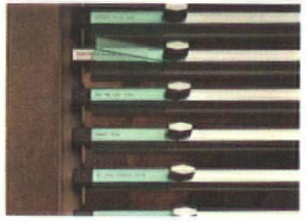
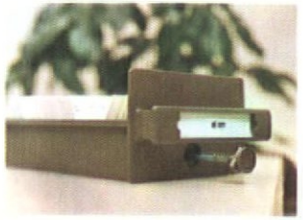
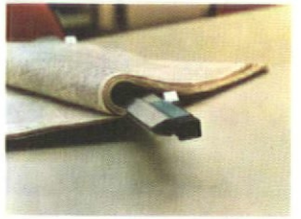
haller program








action office

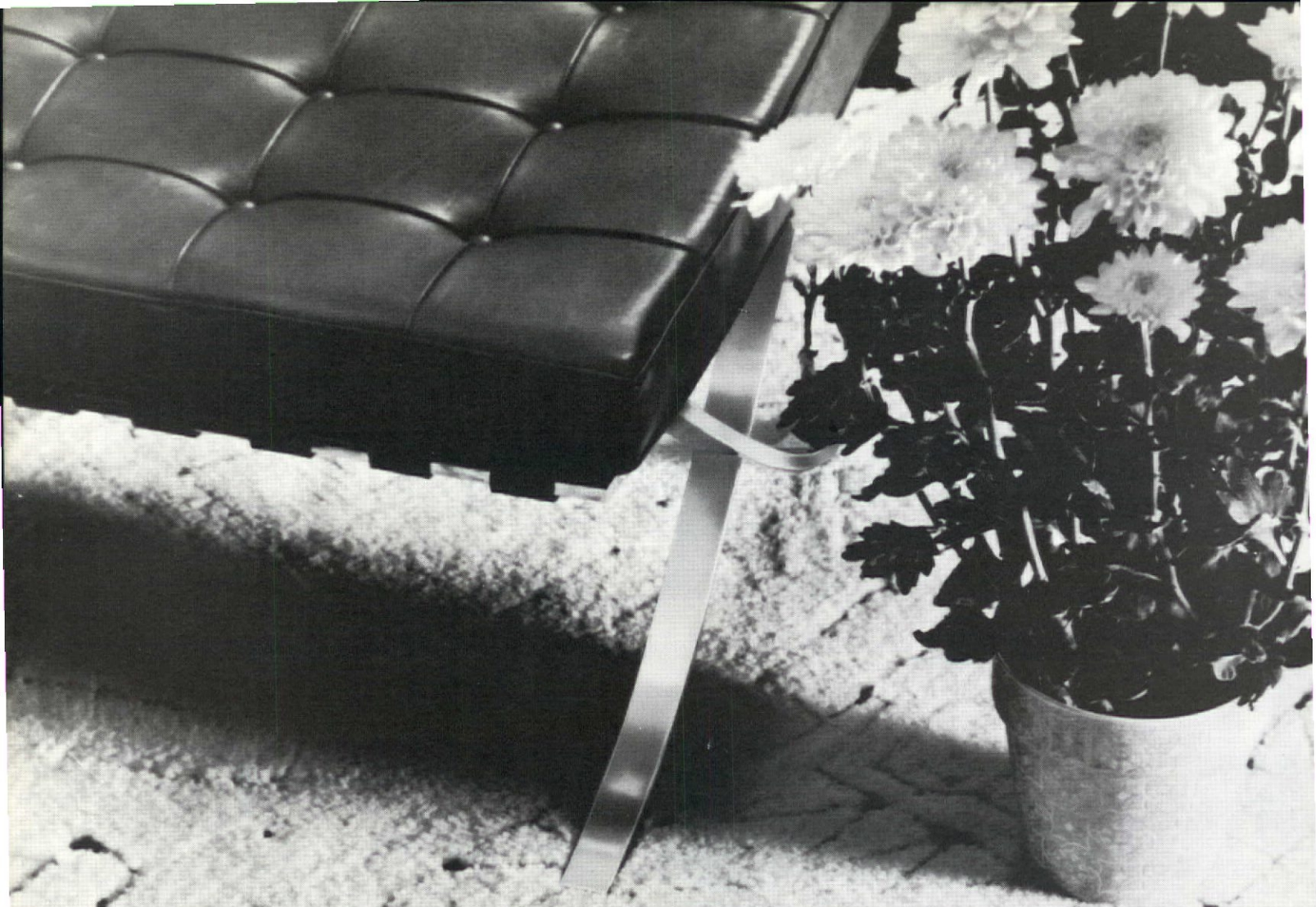

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For all your specifying requirements Herman Miller offers an extensive product line: seating, tables, desks, credenzas, storage units, office systems and a library system by designers Charles Eames, George Nelson, Robert Propst, Fritz Haller and Peter Protzmann.

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At MOMA: Eames' genius combines technology, esthetics

The world of Charles Eames is all but infinite. Furniture, films, exhibits, even children's toys. In honor of Charles Eames, furniture designer, The Museum of Modern Art in New York heralds his substantial contribution to contemporary furniture in a special exhibition, to continue through June 30. The exhibition surveys his work from the prize-winning MOMA competition of 1940, designed with Eero Saarinen, to his current use of foam-in-place integral padding. As a bonus, the show includes protctypes of furniture that never went into production.

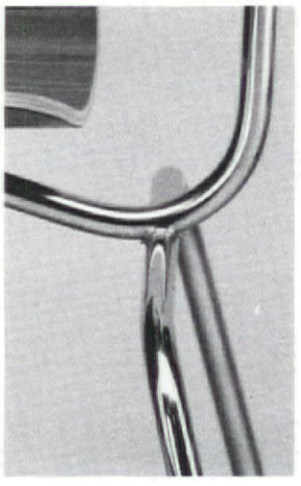
Eames' furniture designs starts with his belief that science/technology can be highly useful in mass-production. His experiments with new generic forms have added significantly to the vocabulary of furniture design. Eames not only borrows techniques from other fields, but also explores new means.

Typical is the molded plywood chair, formed to the contours of the human body, which he designed with Eero Saarinen. It won first prize in a 1940-41 MOMA competition and received a great deal of publicity; yet manufacturers refused to produce it because of the high cost of the required molding process.

In 1941 he and his wife, painter Ray Kaiser Eames, developed an inexpensive method of shaping plywood. Despite their eagle-eyed, conventional landlord, the Eameses managed to sneak wood up to their small apartment. Using a bicycle pump as a compressor to mold the wood, they experimented until their kitchen stove exploded under the strain and they were forced to move their "factory" to another location, where they eventually perfected the molding process.

Eames' inventiveness comes into full play at the MOMA show.

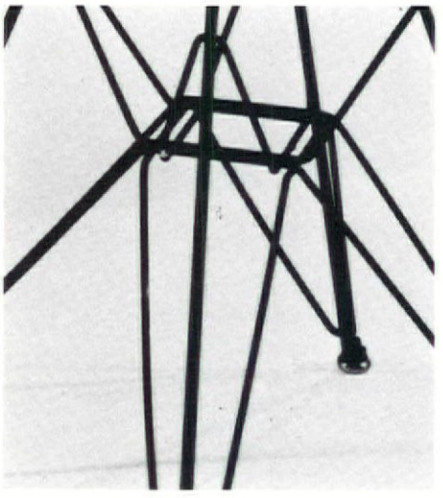








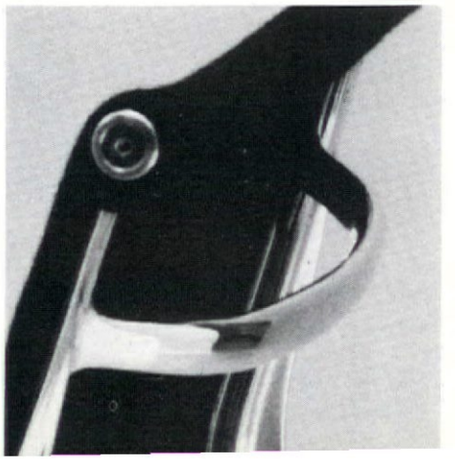






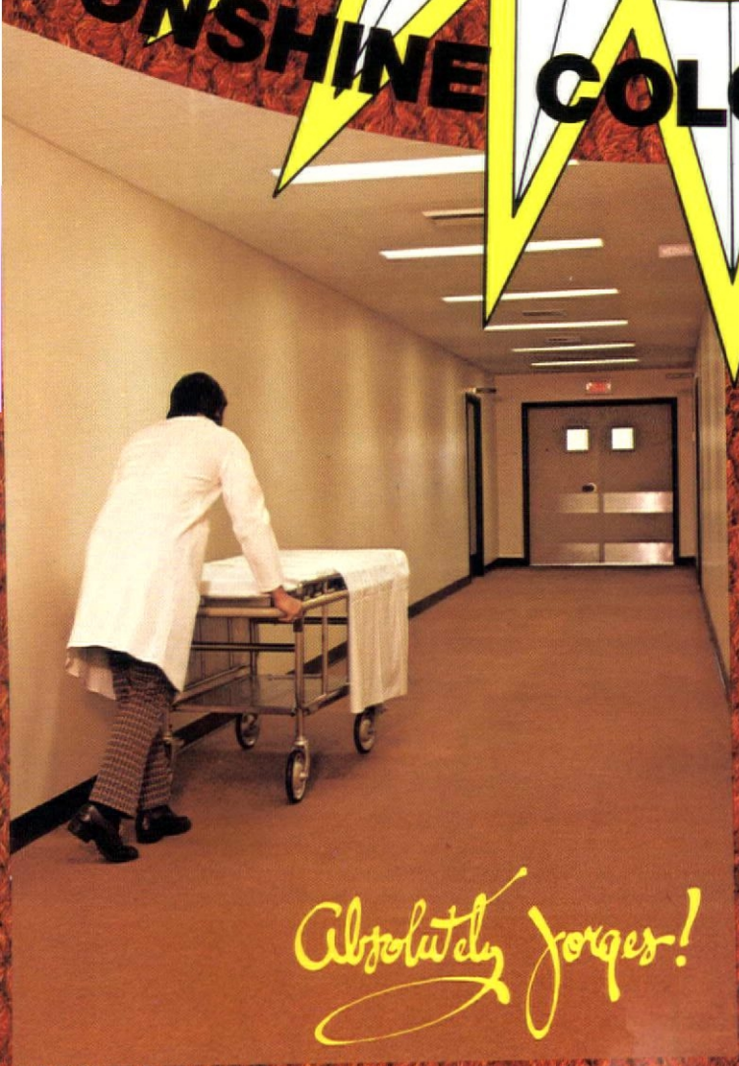


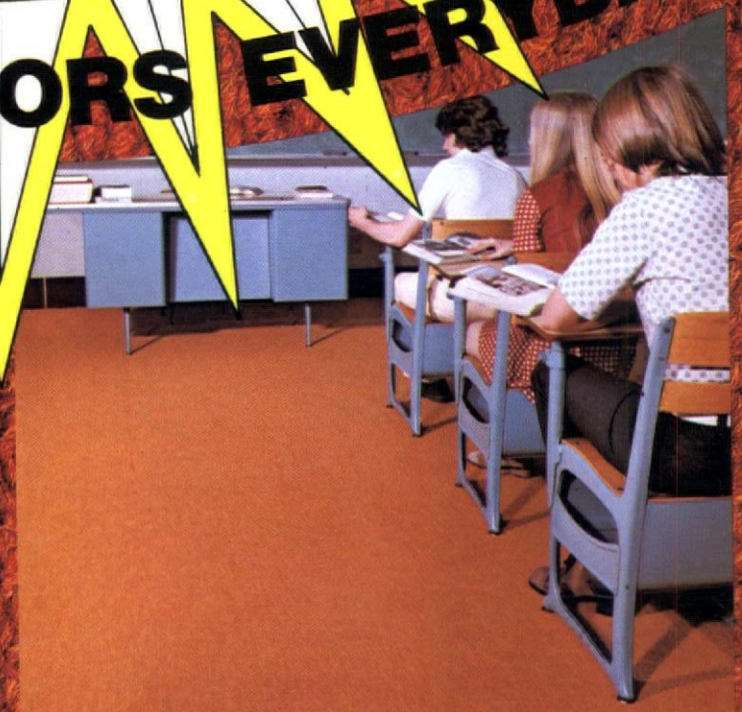




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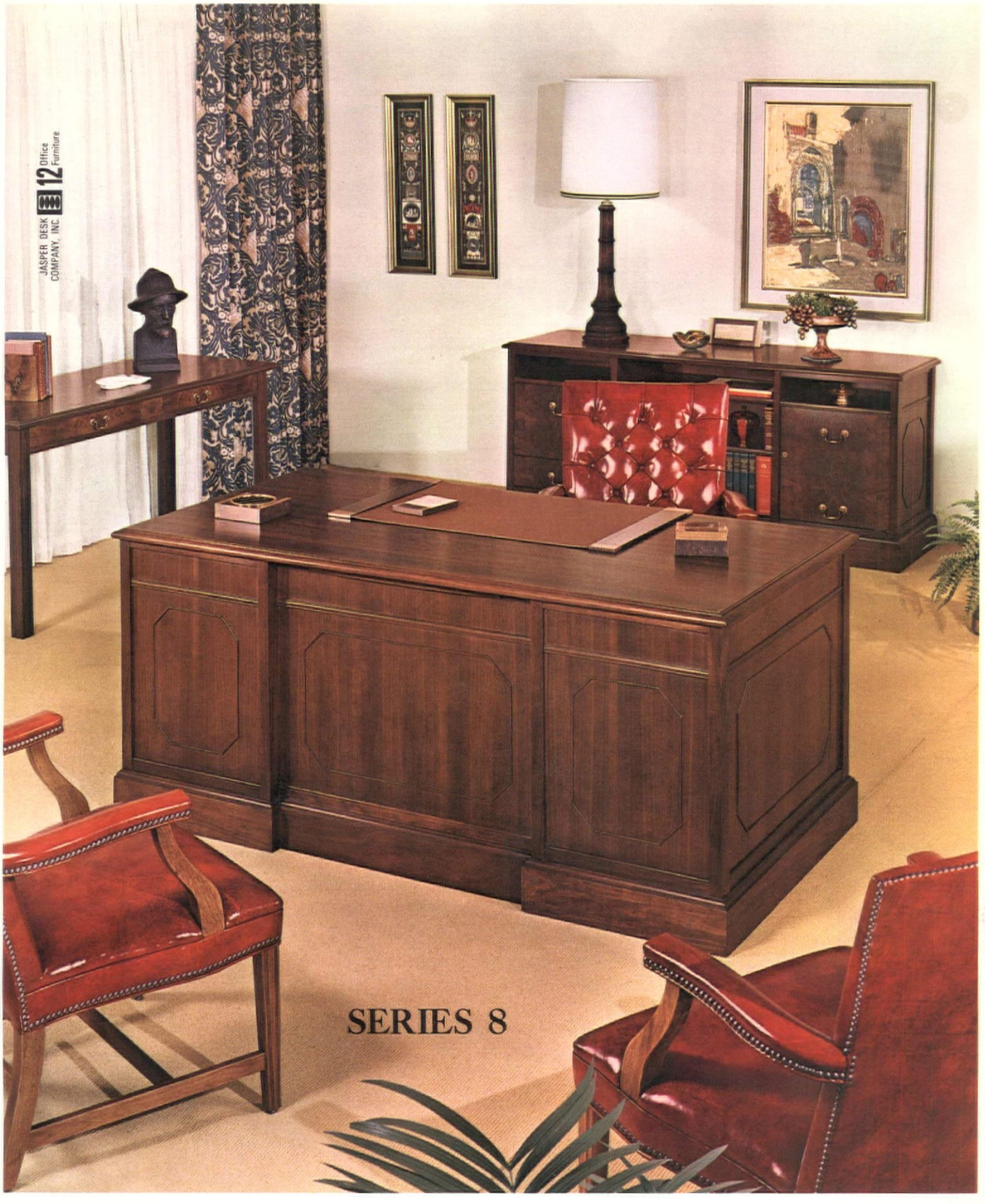
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Try on a "custom office." Furniture and layout designed by you.

Those little "boxes" with walls to the ceiling are turning out to be old-fashioned. As well as inefficient and uncomfortable.

A revolution is underway in the office.

Steel Equipment is in the forefront with something called The Performance group. The goal is simple: to make your working area as comfortable and productive as possible.

We don't even use that old-fashioned term "office". We call our concept "work stations"—designed to suit your needs and whims.

How do you prefer to work?

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Most standard office set-ups and standard pieces of furniture don't fit your job. We think this is wrong.

The Performance group is what you want it to be

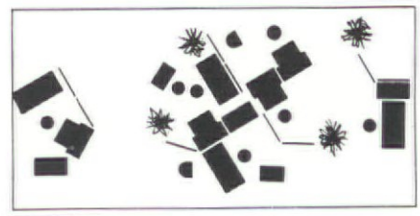
Your new Steel Equipment work station can be developed from four basic units: (1) desk-tables, (2) carrels, (3) storage units, (4) screens. Each is functional and flexible. The desk, for example, can be a simple table; drawers can be added as you need them. The storage units feature multi-purpose dividers and slide-out work surfaces. The screens have double-insulated walls for silence and a hinge system for privacy.

The result is a working area to suit the people, the work, and the space available.

As you can see from the illustrations, many arrangements are possible. You are the designer; you develop your own unique plan or adopt a pre-arranged plan.



The Performance group was designed by Jacques Guillon/ Designers Inc. of Montreal. Their goal is a simple one: "A man should have a comfortable, efficient place to work."



For more information on the Performance group, including a comprehensive catalogue in full colour showing the range of ideas and options, send in the coupon below. Or phone the Steel Equipment office in your community.

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Gentlemen:

I've been unhappy with my office for some time. I would like to know much more about a custom-tailored work area.

☐ Please send me your new Performance group catalogue. (No obligation of course.)

☐ Please arrange for a representative to get in touch with me and explain the Performance group in more detail.

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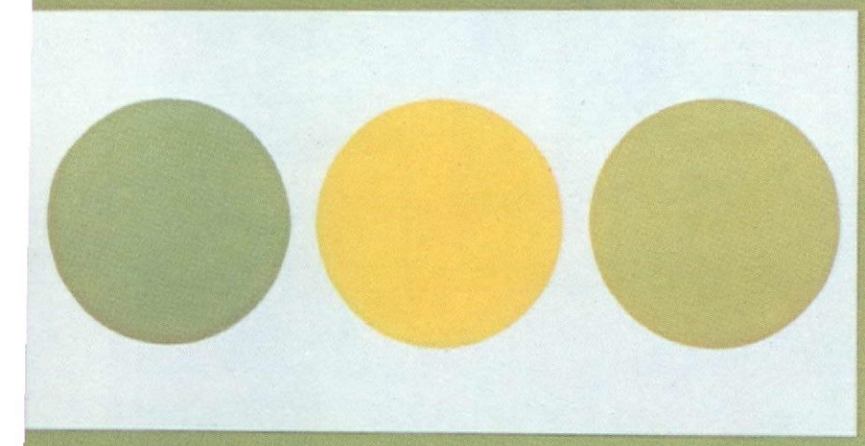
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Durability, flexibility, humanness mark Steel Design winners

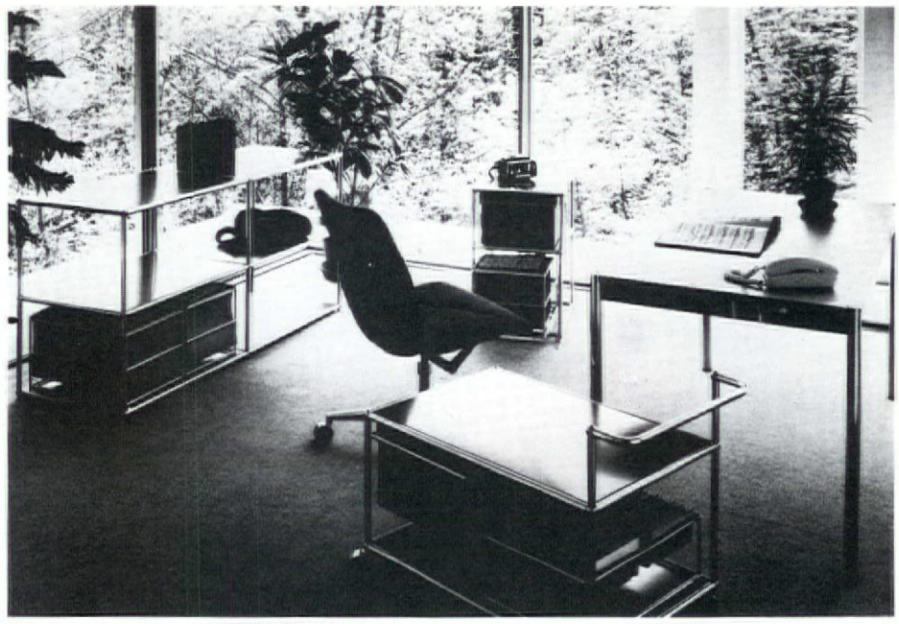
The trend in furniture design, while continuing to emphasize durability, ease of maintenance, and flexibility, is turning also to considering the human form as the end user. Designers stressing those values were outstanding among winners in the 1972-73 Design In Steel Award Program, chosen by a peer group of distinguished judges.

Designer Fritz Haller of Solothurn, Switzerland, creating for Herman Miller, Inc., took the Design Award for a new system of office furniture. The system offers flexibility, mobility, and open space with steel used as the structural element. To help organize the worker, Haller used extensive reasearch into office environments to develop a system of tubular steel members which are connected by a simple, ball-joint mechanism, and assembled to create a structural framework. This supports a number of highly functional shelf, drawer, file, and enclosure accessories.

A five-legged work chair engineered with concern for the human body won furniture designer Hans Krieks and the project team of Designcraft, Inc., the Engineering Award. The new seating concept, known as Suprchair, conforms to the many work positions of the user. The backrest panel can rotate 30 degrees about the vertical plane, accommodating posture changes. Critical examination of existing chairs in the U.S. and Europe, consultations with an orthopedic specialist, and interviews with users all helped in the development of the chair.

Citations for Excellence for Furniture Design went to: Joan M. Burgasser of Thonet Industries, for her Club Tub armchair; Norman Cherner of Norman Cherner, Inc., Westport, Conn., for the 100 Series of one-piece tables and chairs created for Westport Designs; Jerzy Pujdak and Mark Bielski of Pujdak, Bielski & Associates, Pasadena, Calif., for a group of multi-colored stainless steel banners, created for Albert Co. Martin & Associates of Los Angeles; and Tim M. Uyeda of Design West Inc., Irvine, Calif., for Samsonite Body Gloves, an outdoor furniture line developed for Samsonite Furniture.

Citations for Engineering went to: designer Gordon R. Perry and inventor William T. Thomson, of Oxford Pendaflex, for a modular office equipment system; and to designers Robert and Anna Bliss, of Bliss Campbell, Salt Lake City, for Metrex System, an easy-to-assemble display system.



Herman Miller's mobile office furniture



Designcraft's Suprchair



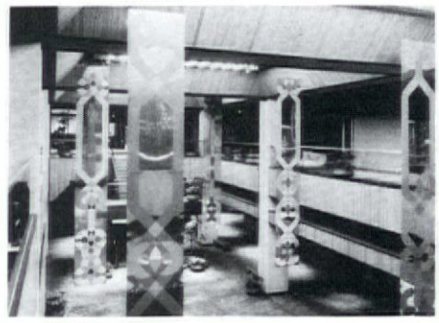
Oxford Pendaflex's Cluster 120 System



Samsonite's Body Gloves



Thonet's Club Tub



Pujdak & Bielski's stainless steel banners

type
file
code
retrieve
control

What office workers do today is vastly different from what they did 100 years ago, or even different from what they did last week. Yet, many of today's facilities are planned as they were 100 years ago.

Action Office was designed for today and tomorrow.

It is planned for the specific functions that you and your staff perform.

Herman Miller knows most people handle a variety of tasks. They hold conferences, use calculators, think, write reports, work on charts, code, file, retrieve.

Performance of these tasks is effected by the surroundings in which work is done. Action Office allows for a visually rich office that triggers the mind to action.

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Action Office, it helps people work better.



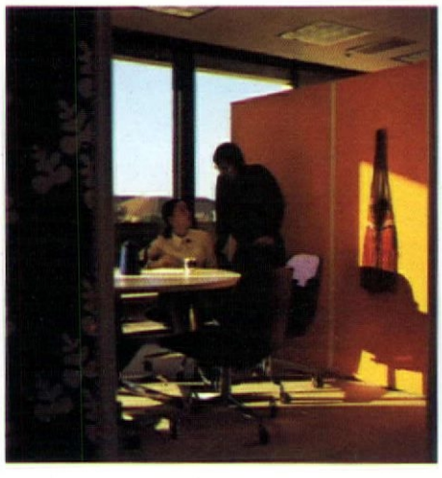
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Great ideas in inner space:









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Westinghouse ASD Group enriches new R & D environment at Stanford.



"At first, there was general skepticism here about the whole idea of open office planning," reports Dr. Robert N. Bush, Director of Stanford University's new Center for Research and Development in Teaching.

"Many of our people felt this sort of system might work for business and industry, but not in academic life.

"Now, after a few months' experience with it, some of our strongest critics tell us they like the way the open environment improves the communications and workflow of contiguous groups. It is a pleasant place to work.

"What I like especially about the system is its capacity for modification as program needs change.

"The ASD people have worked with us more as partners than suppliers," says Dr. Bush. Westinghouse problem-solving resources are helping make Stanford's first open planning experience a good one.

Inviting open offices at Stanford have encouraged freer interaction among the researchers, reduced the number of time-consuming meetings.

If you are considering a change at your office—either new construction or renovation—look into flexible, functional Westinghouse ASD Group. Showrooms in New York, Chicago, Los Angeles, and Grand Rapids.

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Easy. Just ask your carpet resources or consultants about commercial grades made with Loktuft Duon.

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Simple. Just write: Home Furnishings Marketing, Phillips Fibers Corporation, P.O. Box 66, Greenville, South Carolina 29602.

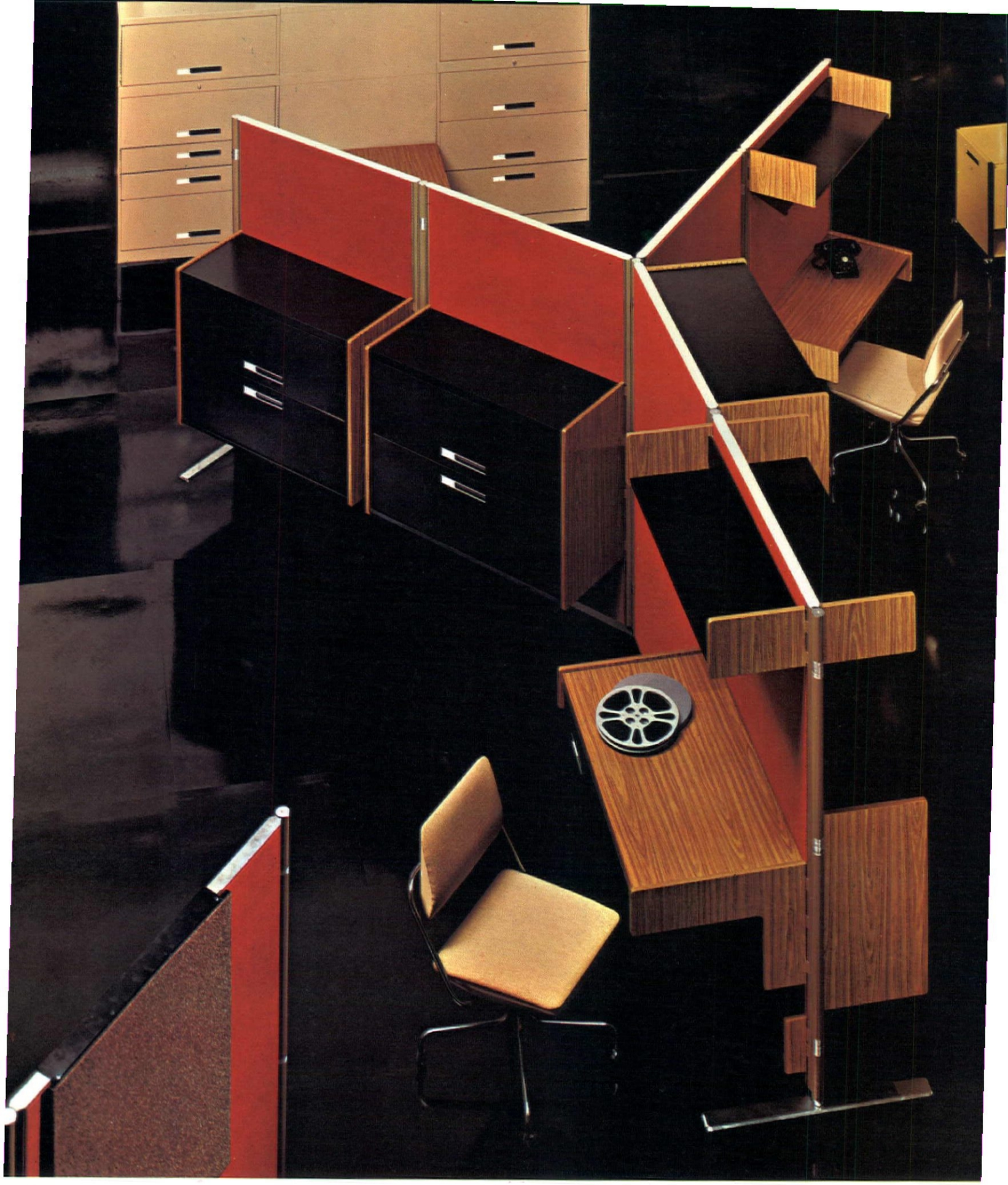
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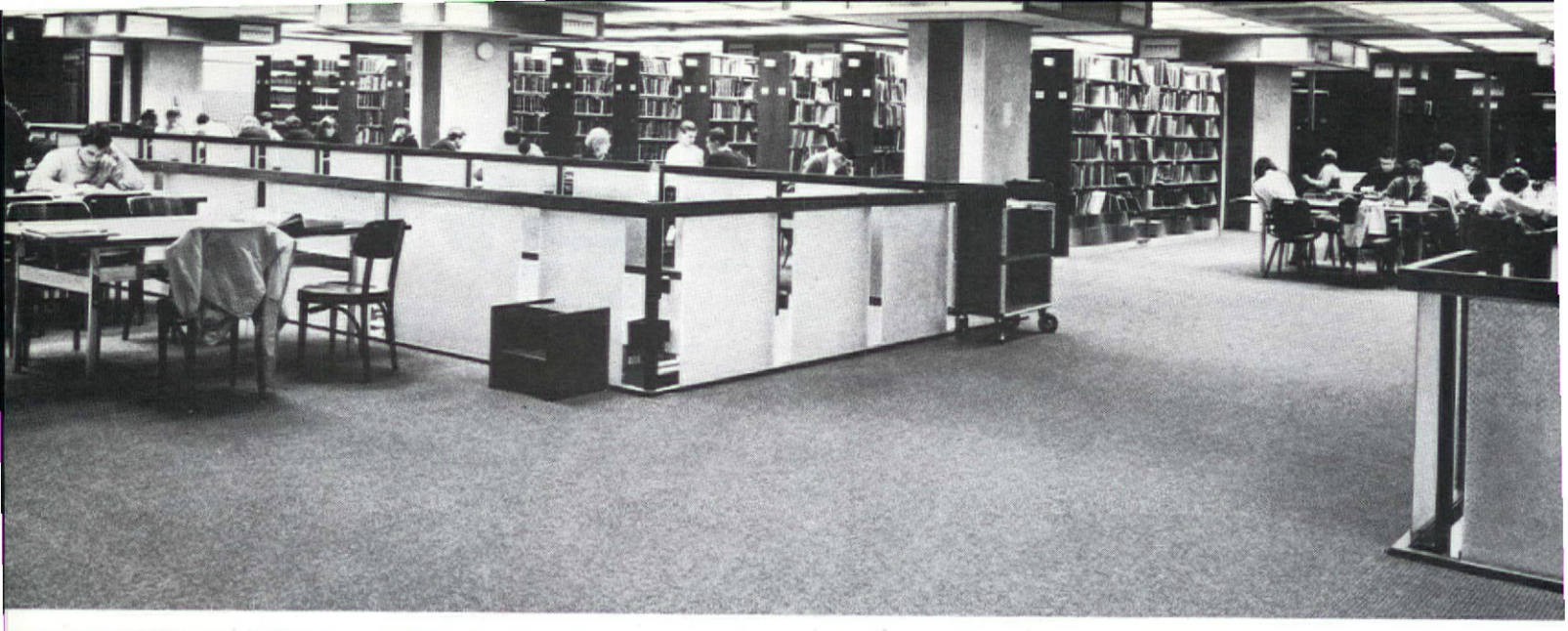
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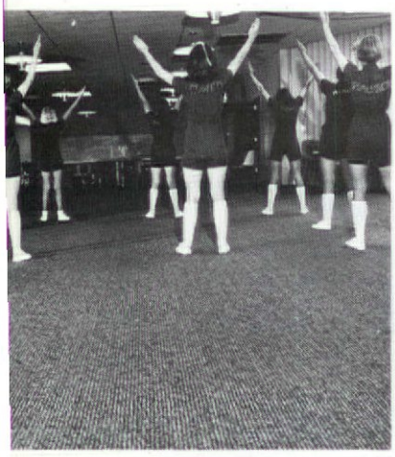


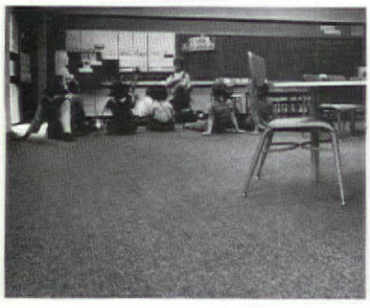
New space geography starts with Openscape, the open-office system of partition-supported work surfaces and storage units. For more planning freedom, add Coordinates (top), free-standing units that form coordinated work stations. Two systems with one design identity, from one source: InterRoyal

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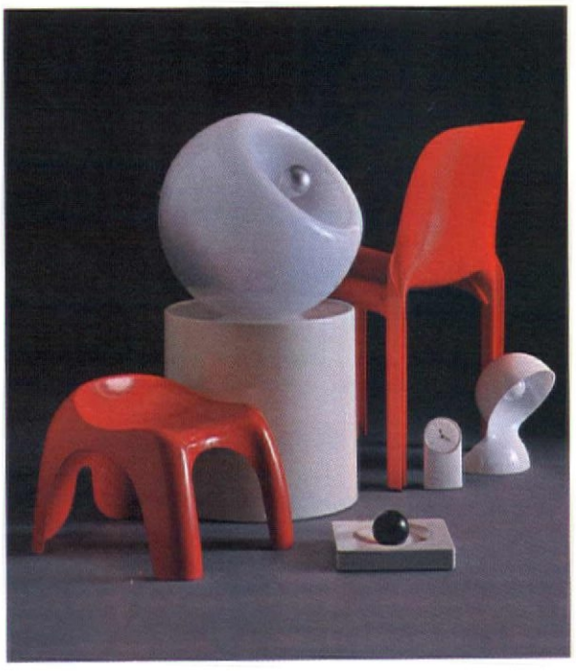
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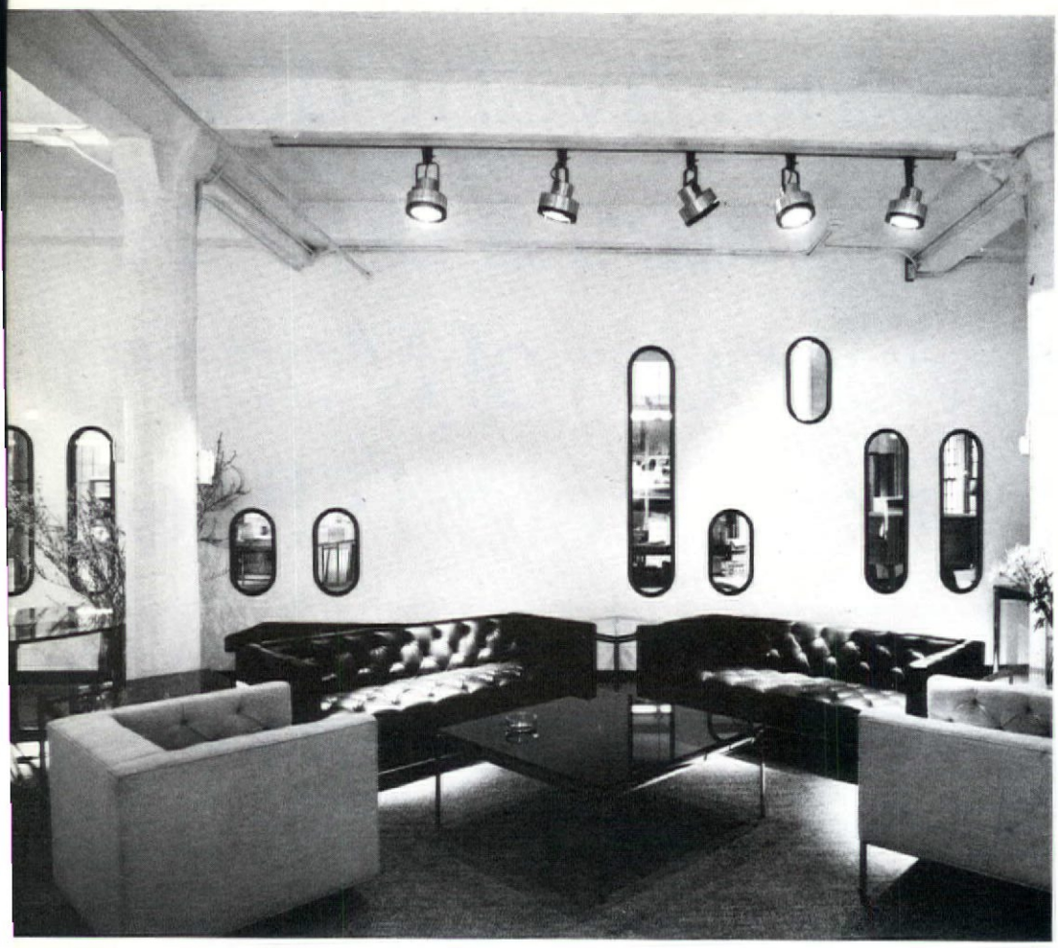
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Artemide is at Stendig. We are proud to offer this avant-garde collection to architects and designers. The Museum of Modern Art in New York selected fifteen of these designs for their collection. Furniture, lighting & artifacts represent a break-through in plastic production technology. Now made in the U.S.A. and offered at prices that will astound you. Bravissimo! Write for our brochure and price list. Stendig



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Factory showroom frames furniture and workmen alike

A structure "with guts, totally appropriate to its surroundings," is what designer Denis Hadfield proposed — and it was accepted — for Scope Furniture, Inc.'s factory showroom, 407 W. 13 St., New York City. From the elevator, visitors walk through the factory work area toward what Hadfield calls a Scopemobile, its bright, shiny orange walls punctured with stylized windows designed to keep out dust and noise, while their rhythmic pattern frames snatches of furniture within. From inside the 20 by 40-ft. showroom, the windows in turn silhouette portions of workmen handcrafting Scope's fine furniture.

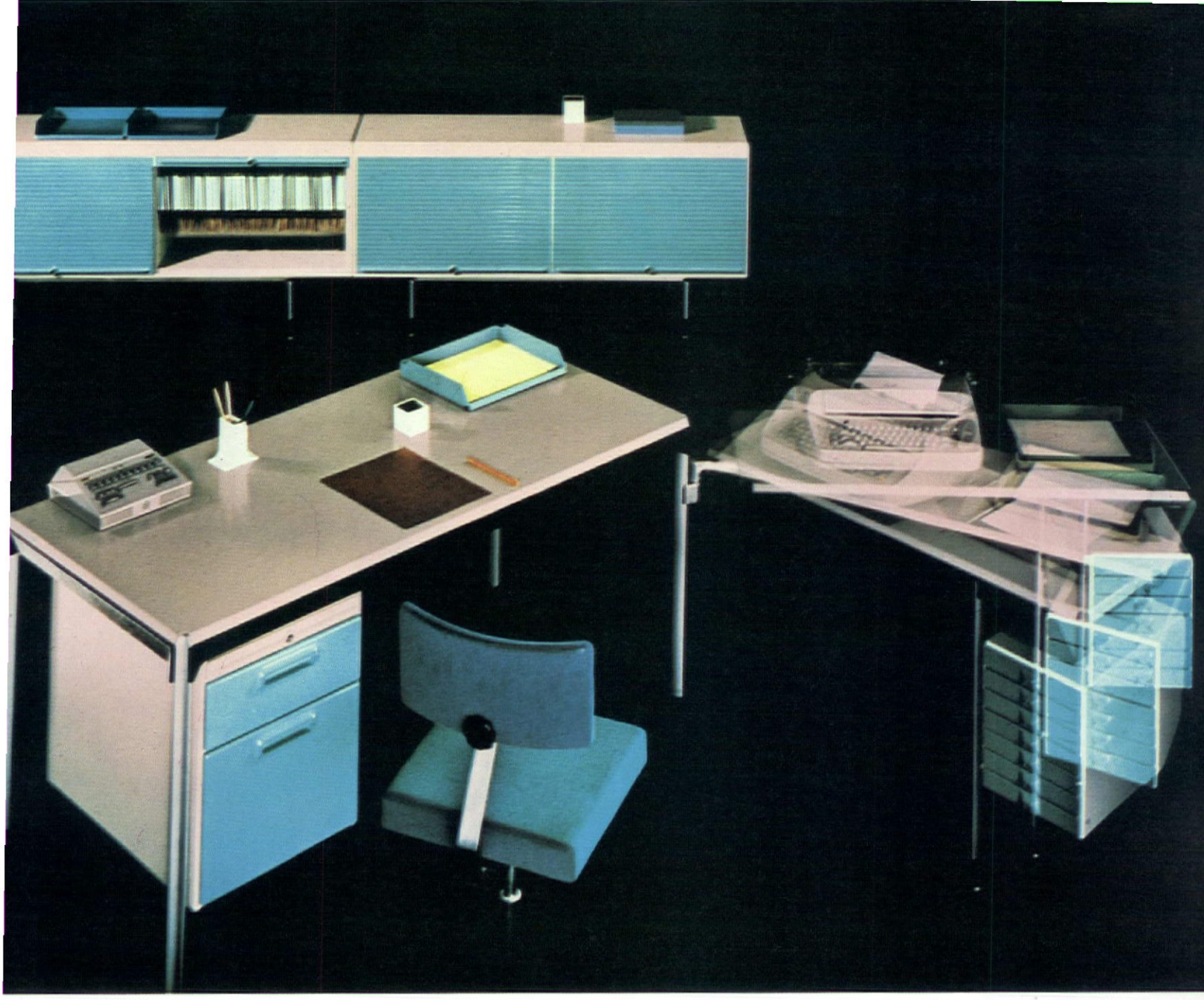




Expansion brings Monarch to N.Y. showroom

A multi-million-dollar expansion in its production capabilities is evidenced at Monarch Funiture Corp.'s newly opened, 4,500 sq. ft. showroom, 345 Park Ave., New York City. An initial offering in the broad program is Plateau I collection (below), with a bold rectilinear look. A series of other lines are also specially grouped. One with wide-chrome detailing is vignetted against a carpet-wall mural by Alexander Smith (left). In the showroom's center core area, a foretaste of projects in the works are depicted via an audio-visual unit with a rear projection screen. The space was designed by Robert Schaeffer of Mohasco, the Monarch parent organization.





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The Strafor 102 line is designed in versatile modular units reflecting the ultimate in contemporary design, with rounded desk tops, sculptured corners and inset drawer pulls which enhance appearance while eliminating sharp angles that might bruise a limb or snag a nylon.

Pivotal secretary returns that work close-up or glide smartly away, swing-away telephone arms and a multitude of functional conveniences make for office design creativity to suit your exact requirements. The vividly colored drawer fronts and doors are interchangeable for variation in decor. Unique in concept, the Strafor 102 is also readily adaptable to the landscape style of office arrangement.

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But before Northwest Orient Airlines would specify Naugaform for seats on their new DC-10s, they insisted on a thorough shakedown.

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Maybe you work with people who are just as particular. Who won't sit still for second best . . . in their hotel, office suite, or theater.

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Key decision-makers missing at Federal Design Assembly

Few agency heads, key decision-makers, were in attendance among almost 450 government officials representing some 65 government agencies at the First Federal Design Assembly in Washington, D.C., April 2 and 3, 1973. In consequence, an undercurrent of "What's the use?" pervaded an assembly convened to acquaint key government people with methods of upgrading government design generally.

The Assembly was initiated to give voice to the government's serious efforts to improve the quality of design in Federal projects, spanning all areas from postage stamps and highway systems to interior and exterior architecture.

Under the theme of The Design Necessity, the program aimed at developing a greater awareness among Federal administrators of the importance of good design to their agencies. The Assembly stressed the need for good design not as a luxury, but as a means of saving money and time, while enhancing the effectiveness of Federal programs.

Unfortunately falling mostly on the ears of delegates sent in place of decision-makers or those in positions that would involve them with outside design consultants, the presentations generally were judged to be excellent. Most revolved about the theme: Good design is a commitment that must be initiated by the top decision-maker, whether in a private corporation or Federal agency. Each project must be approached as a problem that needs solving by defining the problems, determining what factors are volved, and then setting goals and objectives.

Since the government is encouraging the use of design consultants, the messages could have proved inspirational to agency heads invited.

The two-day meeting was launched at an evening reception and exhibition on April 2 and was highlighted by an all-day seminar the next day. Some of the country's leading designers and architects presented case histories of projects that exemplified effective design in architecture, interior planning, industrial design, visual communications, and landscape architecture.

In addition to the support of missing agency heads, such improved design projects also face other problems that can hamper a wide design program. They include: the size of the government; political appointees who change along with new administrations; and regulations difficult to overcome.

Rather than dwell on these problems and predict a broadscale defeat, it is perhaps better to applaud those efforts that have been successful and to encourage further active participation in a good design program.

Seven Federal agencies already are participating in an effort to improve the appearance and effectiveness of government graphics and publications.

A Federal architecture study is reviewing guidelines set up in 1962 to broaden and expand the principles to include all related aspects of the designed environment that make up "architecture." Also, a task force is reviewing civil service procedures for hiring and retaining design professionals.

The Assembly was sponsored by Federal Council on the Arts and the Humanities, under a grant from National Endowment for the Arts.

—AF



The beauty of Vogel-Peterson PlanScape® screens belies their practical nature. Under the richly-colored, stain-resistant nylon velvet lies a thick foam cushion that literally swallows sound. The brilliant chrome accents mask a light but very strong tubular steel frame that defies bending and twisting. Thoughtful design extends even to the base . . . made flush to the floor to keep clear of passing feet. PlanScape screens are available in a wide variety of sizes, either straight or curved in five dramatic colors.
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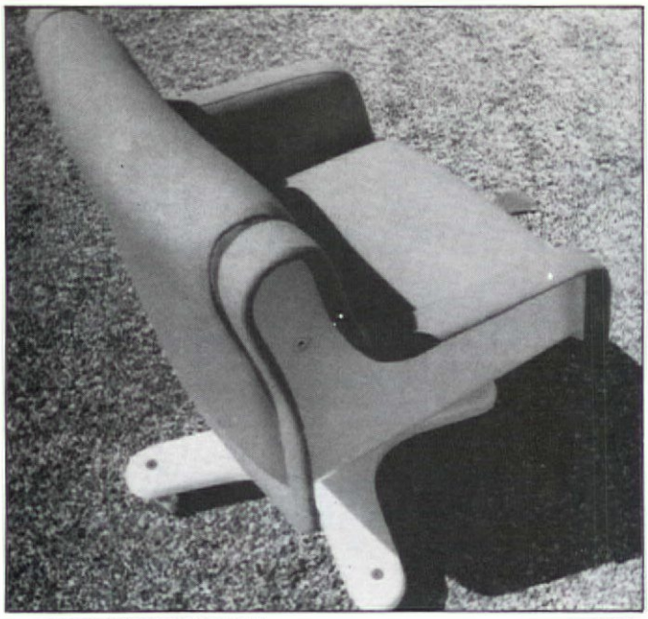
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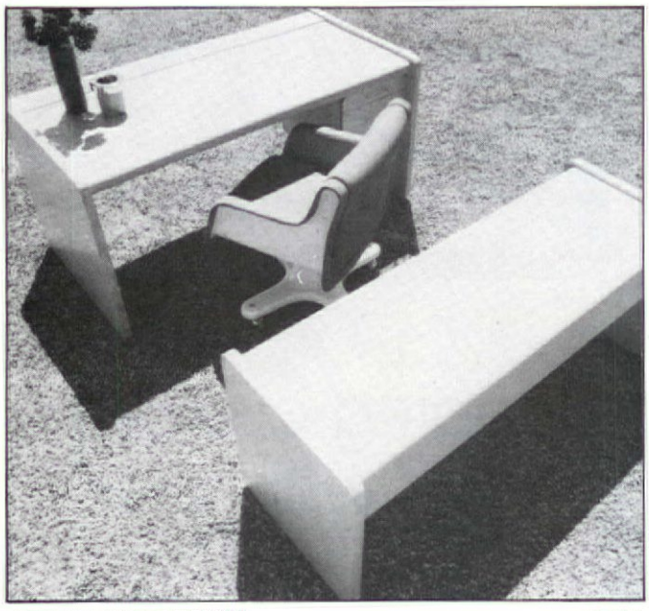




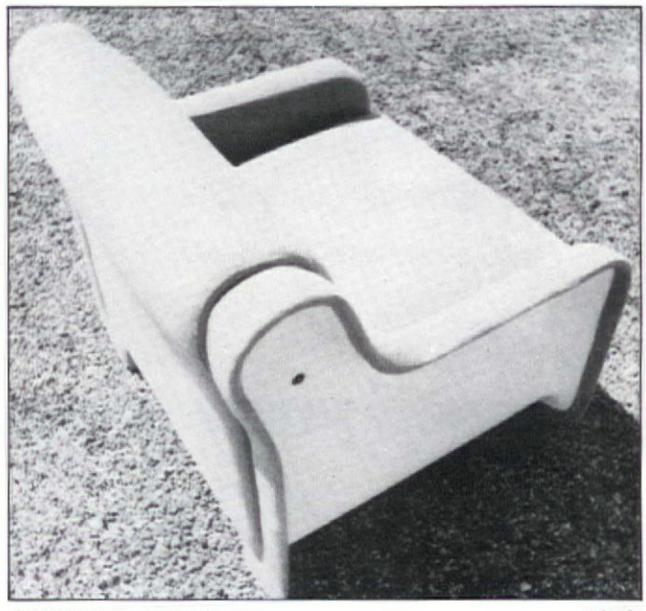
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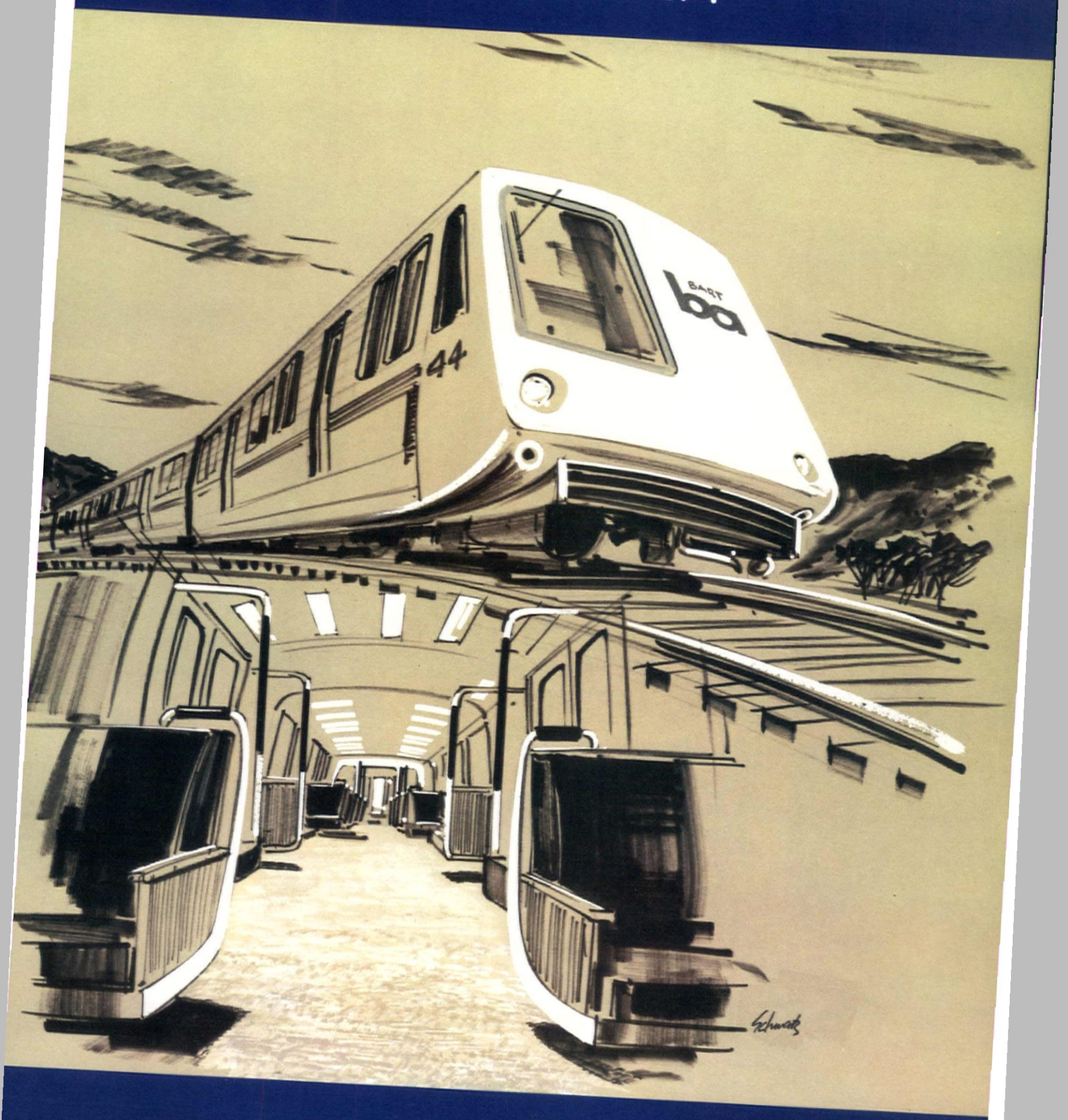
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What puts the life in BART?





Car substitute and tourist's toy, BART has heart– and wall to wall wool.

BART. Acronym for Bay Area Rapid Transit. World's first totally automated rail transit system. First modern subway complex built in the U.S. since 1907.

Sleeker than the Paris Metro. Trendier than anything Detroit can put on wheels.

BART is the San Francisco Bay Area's chief and cheapest tourist attraction (a 60¢ ticket buys a 78-mile round trip ride—150 miles round trip when BART is fully operational—at an average speed of 50 mph) and a sensuous lure to the hot pedalling automobile commuter. Get off the freeway. Get home by BART; nine minutes from Oakland to San Francisco as opposed to 35-45 minutes in current Bay Bridge peak traffic. Leave the smog to L.A. and the driving to a computer.

Even though only 39 miles of the 75-mile X-shaped route linking the Bay Area is operative so far, 2.5 million people understand the anti-rat race promise of BART. Creature comforts. Living-room quiet except when the train's single blue-uniformed attendant calls the stops over the PA.

Every 70-foot wide-track aluminum car of the ten-car train is a designer's dream. Surreal? Sometimes.

A detachable control pod houses manual on-board controls. Pods fore and aft on each train are wheelless, rapidly switch to other cars as needed.

Steel wheels run on continuously welded tracks; the tracks lay on rubber pads. No clicketyclak. A smooth ride insured, as well as a seat for each passenger, 72 to a car—and not a hang strap in sight. You get a seat when you ride with BART. And if you stand at all, you stand on wool carpet.

BART didn't get wall to wall wool on whim. In a rigorous two-year wool-versus-synthetic carpet test by a friendly affiliate, the Toronto Transit System, wool carpet emerged—if not the spotless hero of legend, very close to it.

The Toronto Torture Test was a maintenance man's nightmare. Two cars on regular runs on the TTS were carpeted for an 11-month period. One carpet, a tightly woven wool. The other, heavy duty nylon. The test ran on a meticulous schedule. Vacuum both carpets 20 mins. a night, every night for 3 months. After this, once-a-week vacuuming and every other night of the week "a sweep-out with corn broom for 10 mins. a car."













A dry foam shampoo was given both carpets after the first 3 months wear. Results: "Personnel responsible reported wool easier to clean, stains more difficult to remove from nylon."

And personnel should know. "Stains" meant a whole mob scene of coffee, soft drink, grease, oil marks and more, plus well-chewed chewing gum.

What about cigarettes? A Toronto Transit Commission official shrugs: "We say No Smoking, but people on subways do it anyway. With nylon carpeting, dropped cigarette ends melted a hole in the covering. On wool carpeting, burns left a mark that rubbed away with use."

Wool's 6-month staining record was so clean, in fact, that the BART choice of color was not the safe, to-be-expected Black Walnut of a snow and slush city, but a special woven pure wool Sand-Stone / Gold / Orange Moresque manufactured by Bigelow-Sanford, Inc.

The carpet was installed on a flat rubber pad and continued up walls for four inches. Easier to clean, better to look at. And wool was flexible enough to allow it.

It was a different story with the nylon. Seams frequently popped on the nylon carpeting, since it had to be glued directly on the plywood floor. An accumulation of grime built up along re-glued stretches like smudges on a nursery school poster.

A sum-up of test results by the Toronto Transit System: "The wool carpet retains its richness with no noticeable surface imperfections due to stains or burns."















In contrast, the nylon carpet "appears to be developing a slight sheen, looks dirty more quickly and gives the appearance of cheap carpeting."

N. R. Hervig, chief vehicle inspector of San Francisco's BART, puts it even plainer: "We are quite satisfied with the way wool carpet performed under test. The nylon carpet looks a mess."

Planes, trains, and cross-country buses have cozied travelers with the quiet, comforting, non-skid joys of carpeting for years. Whether the subway rider of America can expect a carpeted Nirvana along with his token, depends on BART's real-life test.

The 100 operative cars and the 250 projected ones will be refurbished every 9 years. Can wool keep pace? Educated guesses and the tests say YES.

Will BART's 200,000 riders every work day by 1975—a total of 60,000,000 shuffling humans in a year—give wool more abrasion than it can take? Odds are the answer is NO.

While BART frees the freeways, encourages the profession of architecture and city planning (local architects are commissioned new stations and plazas, a $1 billion downtown-San Francisco office building boom is a fact) and gives commuters something besides their Rights to stand on—wool endures. Its maintenance, a sensible minimum. Its wear capabilities, undisputed. Beauty of color, lasting resilience, unquestioned.

What puts the life in BART? The work horse of carpet fibers—Wool. It's got life.

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System Cado New Showroom New Concepts

On May 1st, the spacious new Cado Showroom on the street floor of the Design and Decoration Building in New York will be opened.
Design: Eve Frankl, A.I.D. Here you will see the entire collection of System Cado/ Royal System/ System Cado Free-Standing. A unique opportunity for designers and architects to find, at one source, furniture and wall components that utilize space in new and highly imaginative ways.

See the new Cado designs at NEOCON.

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R.S. Assoc. Ltd., 1400 Jules Poitras, Montreal, Canada

Circle No. 32 on reader service card.

Profile of commercial carpet shows high obsolesence rate

A comparison between the new and previous edition of the Cross Index of Commercial Carpet shows that 35 percent of the tufted commercial qualities available six months ago have been discontinued, and new lines amounting to 46 percent have been added. Only 58 percent of the Spring 1973 edition consists of listings from the previous edition, indicating an obsolesence rate of 42 percent over the six-month period.

The profile reveals a strong surge in soilresistant nylon, as well as a doubling of blends (mostly nylon-olefin), with acrylic and olefin qualities remaining approximately the same. Tenth gauge is still the dominant construction for commercial tufteds, and space dye is by far the leading style, accounting for almost one-third of all lines available.

The Cross Index is published twice yearly by Contract Carpet Research, New York City.



Circle No. 33 on reader service card

Williams new GF head

Robert E. Williams has succeeded John A. Saunders as President and Chief Executive Officer of General Fireproofing Co. Williams, formerly President and Chief Executive Officer for Youngstown Sheet & Tube Co., was also on the Board of Directors of GF before his appointment.

Contacted as to his plans for the company, Williams declined comment, saying it was "too early for any specific announcements." His President's Message to Stockholders in the 1972 Annual Report, however, indicated that he had already carried through on a decision reached last November, 1972, to phase out the Canadian manufacturing interests that GF holds. The company will maintain distribution facilities in Canada.

Well, we were close

This photo ran in 3/73 CONTRACT, with the caption, "King Arthur Chair Co.'s stack chair is of 7/8-in., 18-gauge square steel tubing, and a 2-in. thick



bonded foam seat on heavy plywood, with vinyl upholstery." The chair is a product of King Arthur Inc., of Pennsauken, N. J.

The Polylok® See Through with SEF® modacrylic There's more to it than meets the eye.

Stare at this drapery fabric for a few moments and you'll see what we mean. Notice the almost unseen warp yarn that appears to be suspended in every space. It's there by design, we assure you. This fabric, not an ordinary one by any means, is made by Polylok on rare Jacquard Malimo looms.

The Jacquard Malimo process actually uses the quiet warp yarn that you see to weave two fabrics together. The result of this remarkable two-in-one textile construction is the most dimensionally stable casement fabric on the market today. A Polylok® See Through absolutely will not hike or sag no matter how high it is hung.

Now pause for just a moment longer. The delicate handcrafted effect of the drapery before you is actually made from *SEF® modacrylic,* a new Monsanto fiber that's as durable as it is refreshing. What's more, it has flame resistance built into it.

SEF® modacrylic is Monsanto's new fiber specifically designed to be self-extinguishing.

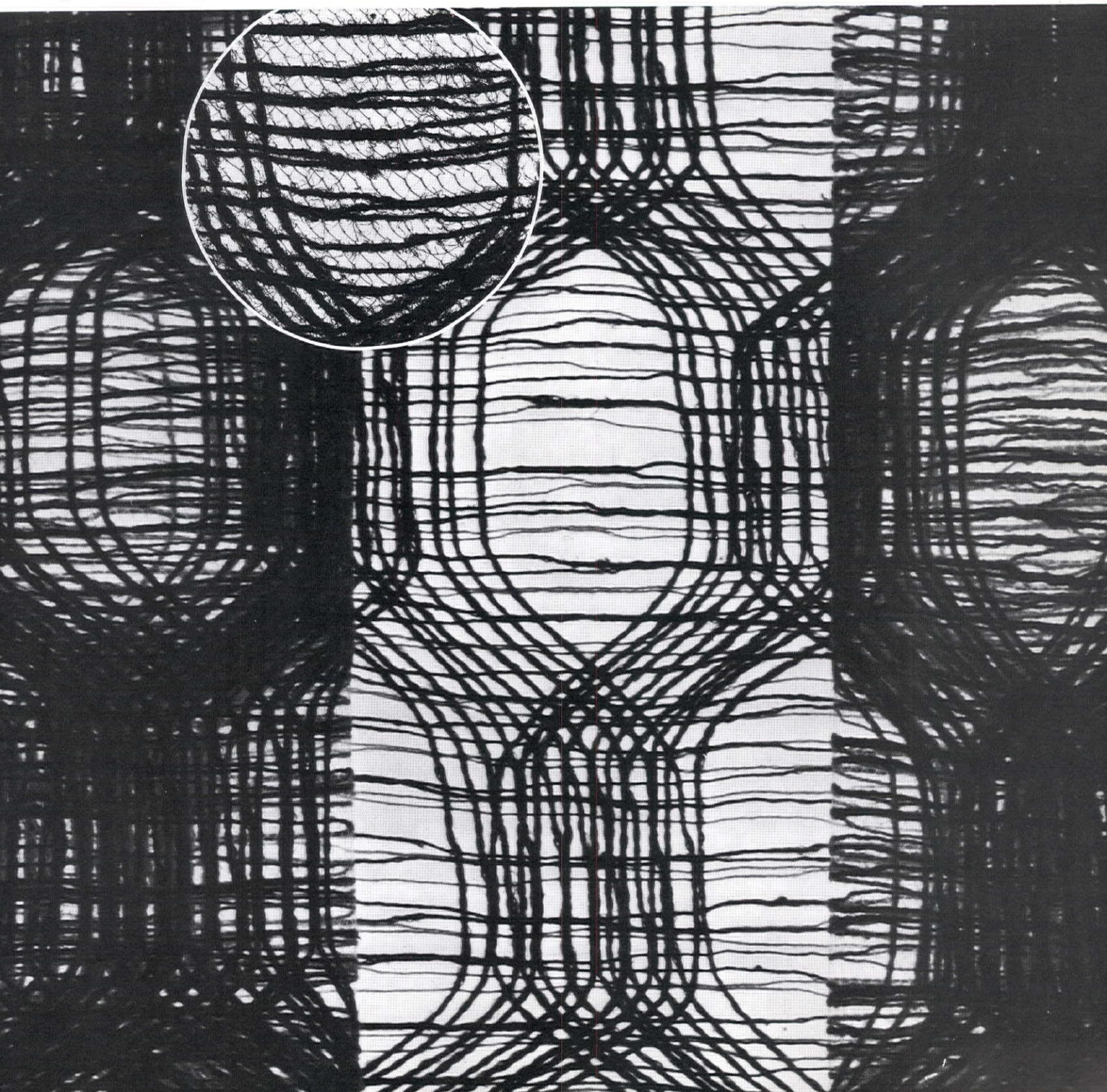
Polylok See Throughs are available in many patterns or can be designed to your specifications. See samples at Design Tex or Maharam Fabrics Showrooms or contact Polylok Corporation, 1350 Broadway, N.Y. 10018 (212) PE 6-1596.

Drapery: 70% SEF® modacrylic, 30% viscose rayon.
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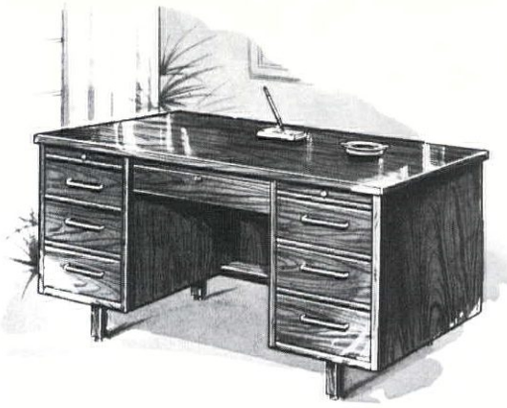
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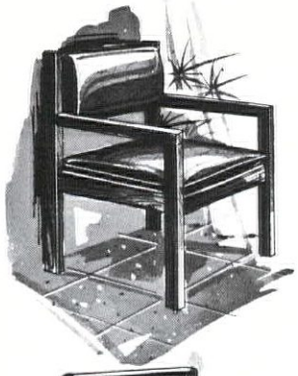
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Howell brand going national

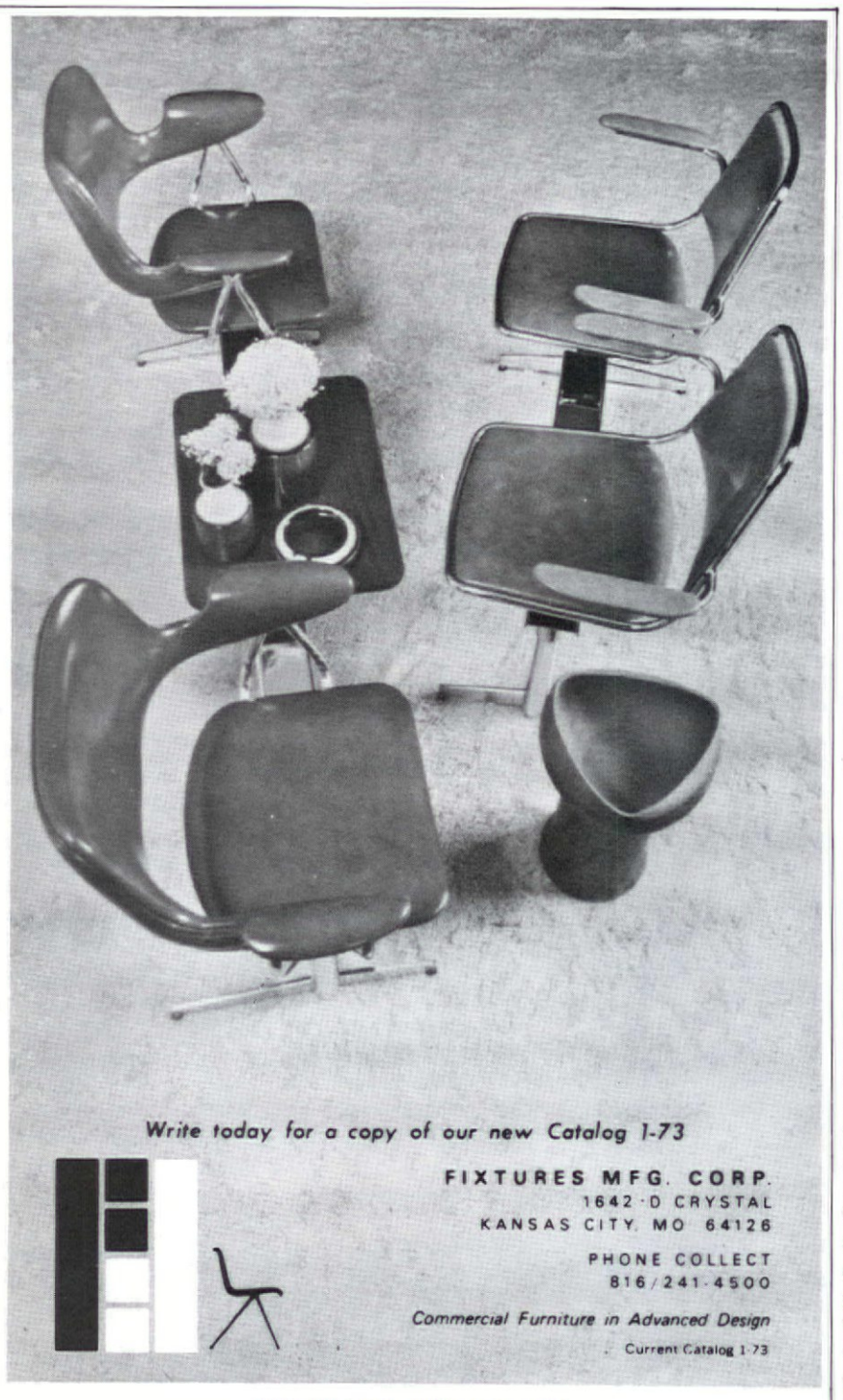
The Howell dining room division of Interlake, Inc., is going national with plans to drop Metalcraft and Falcon names by the end of 1973. Howell's Contract Department is also absorbing the McNeff name, Interlake's educational, library, and study furnishings manufacturer. The Falcon name will be retained only on Howell's line of gas grilles and lamps.

Howell's Contract Department accounts for 11 percent of Howell's sales; Howell represents approximately nine percent of Interlake sales. It includes dining room, institutional packages and mobile home furniture, occasional tables, outdoor gas grilles, lamps, bed frames, and beds.

Southern Furniture Exposition buys property for parking lot

The Southern Furniture Exposition Building continues its investment in High Point and the Southern Furniture Market with the purchase of a 3-1/2-acre tract, once belonging to the High Point Furniture Co., the first furniture factory in High Point, N.C. The existing building will be demolished, and a lighted, paved parking lot will be prepared in time for October 1974.

The proposed lot will afford downtown parking facilities for 450 cars. Bob Gruenberg, SFEB General Manager, congratulated the High Point City Council members "for their foresight in having this parking facility built for the expanding needs of the city and the growing downtown investment."



Circle No. 38 on reader service card

Canadian Interior Design Show prepares for record year

The Canadian National Interior Design Show, due in Toronto's Exhibition Park Nov. 6-8, 1973, reports that more than 50 percent of last year's exhibitors have rebooked space for this year. In addition, the Interior Designers of Canada and Interior Designers of Ontario organizations have scheduled their annual conventions and meetings in connection with the show, thus endorsing the Southex (1970) Ltd.-run exposition.

Show manager Bernie Loveridge feels that "these endorsements set the stage for us (Southex) to make the 1973 show the biggest and most comprehensive ever." The annual NIDS show has attracted in excess of 60,000 design professionals over the last six years.

Mergers

- Decorator Industries, Inc. of Pittsburgh, manufacturer of custom and made-to-measure draperies, has signed an agreement to acquire Haleyville Drapery Mfg., Inc., Haleyville, Ala., for an undisclosed amount of cash, notes, and stock.
- Singer has acquired Magnavox Co.'s Consolidated Furniture Div., headquartered in Lenoir, N.C.
- J. Josephson, Inc., a subsidiary of Coronet Industries, Inc., which is in turn a subsidiary of RCA, has acquired the assets of Manuscreens, Inc., a diversified producer of hand prints, cork flotations, fabrics, and other special-effects wallcoverings. Manuscreens will continue as a separate entity under the direction of Morton Jonap, President.

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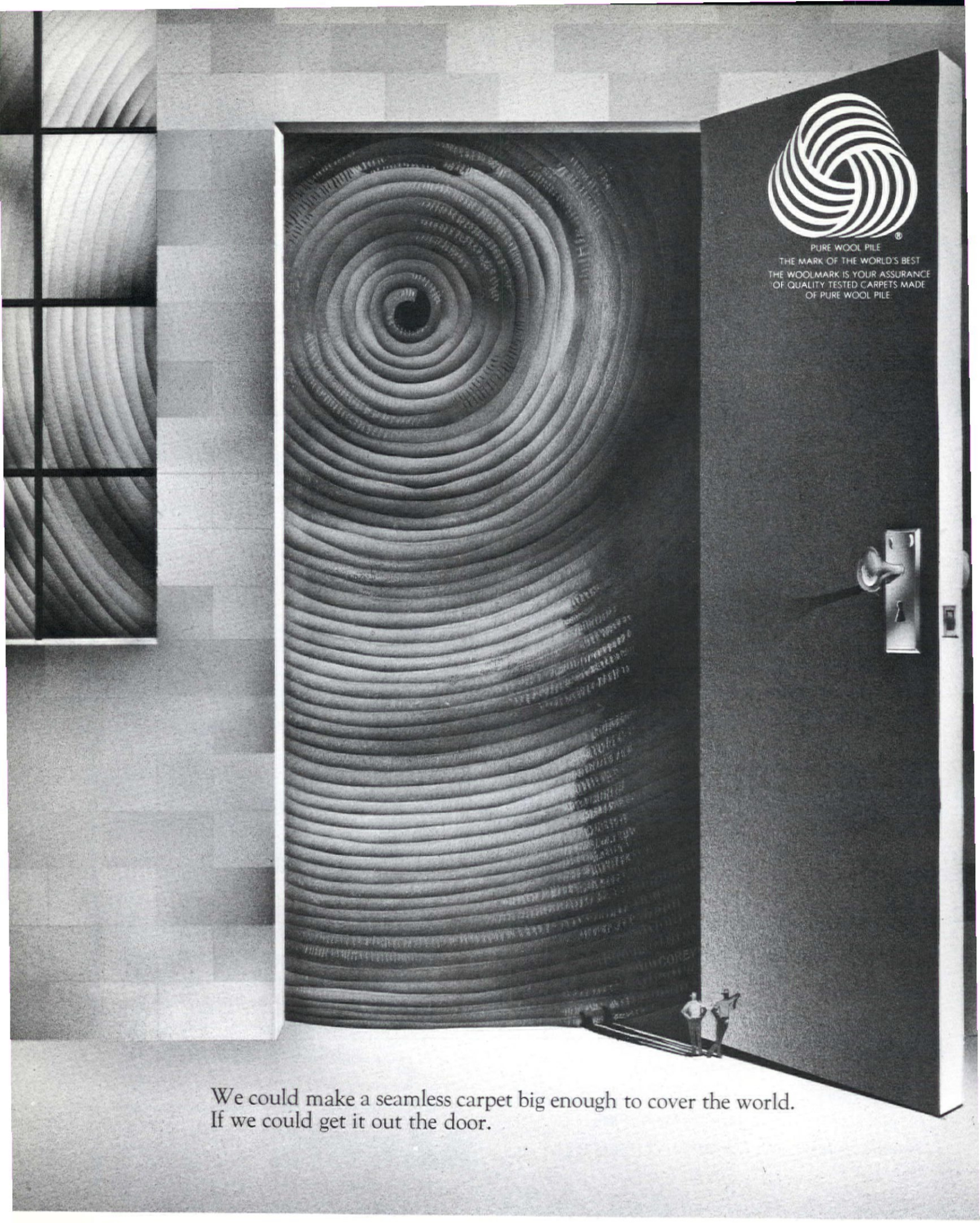
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• Paoli Chair Co., Inc. has been purchased by Joseph C. Wulfman, who will assume the duties of Chairman of the Board and Chief Executive Officer, and W. Sherman Heazlitt, who has been named President. Vice President will be Robert Elsby.

Expansions geared to growing industry needs

• Fiber Glass Div., PPG Industries, will construct a 35,000-sq.-ft. Textile Evaluation Center adjacent to its Lexington, N.C. plant.

• Trio Industries, Inc., Bridgeport, Conn., a wholly owned subsidiary of Buildex Inc., has acquired 21 acres in Shelton, Conn., on which it will build a new 120,000-sq.-ft. plant and office headquarters.

• Simmons Co.'s Southern Div. has broken ground for a 75,000-sq.-ft. warehouse addition in Jacksonville, Fla.

• Georgia-Pacific Corp. has announced a $210 million capital expansion in 1973 for 48 new manufacturing plants, distribution facilities, and plant expansions.

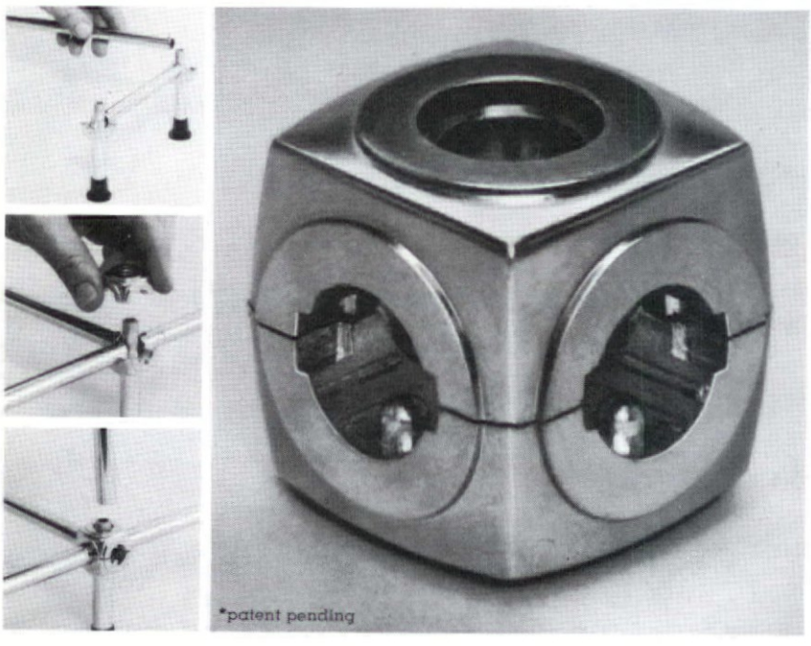
• Dunning Industries, Inc., Greensboro, N.C., has broken ground on a 22.3-acre site for the construction of a 150,000-sq.-ft. manufacturing plant and general office space.

• Pouliot Designs Corp. has moved its office, design, and manufacturing headquarters from Minneapolis to Savage, Minn., and have expanded manufacturing facilities in Little Falls, Minn.

New assignments

RYA/Retail Design, Dallas-based consulting firm, has been named by Maison Blanche as interior designer of its new suburban store in Lake Forest Shopping Center, New Orleans ...**Richard Plumer Business Interiors, Inc.**, Miami, Fla., has been retained by Mutual Federal Savings & Loan Assoc. of Pensacola, Fla., to design two new branches....The design firm of **R.W. Shipley Associates**, Inc., Chicago, has been commissioned to plan and develop interior design for six Hart, Schaffner, & Marx stores in the Chicago area....**Rauback/Lee Designers, Inc.**, Miami, Fla., will do the interiors and space planning for Lybrand, Ross Bros. & Montgomery's new offices in One Biscayne Tower. Project architects are Fraga & Associates, a local firm....**Maler & Lowry Associates**, Ft. Lauderdale, Ann Arbor, and Memphis, a corporate grouping of designers, furnishers, and general contractors, have received an assignment as members of the team conceiving the total environment of Port LaBelle, Fla. They will be responsible for all basic concept work, interior design, and graphics for this "new town" to be created in Central Florida by General Development Corp....**JFN Associates, Inc.'s** Chicago office has recently been commissioned space planning/programming/facilities design contracts for: Chicago Board Options Exchange, Chicago Board of Trade; Joint Commission on Accredation of Hospitals, 25,000 sq. ft.; North American Car Corp., 46,000 sq. ft.; Farm Bureau Insurance Co., Des Moines, Iowa, 165,000 sq. ft.; and Interstate National Corp., 55,000 sq. ft. ■

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ICF

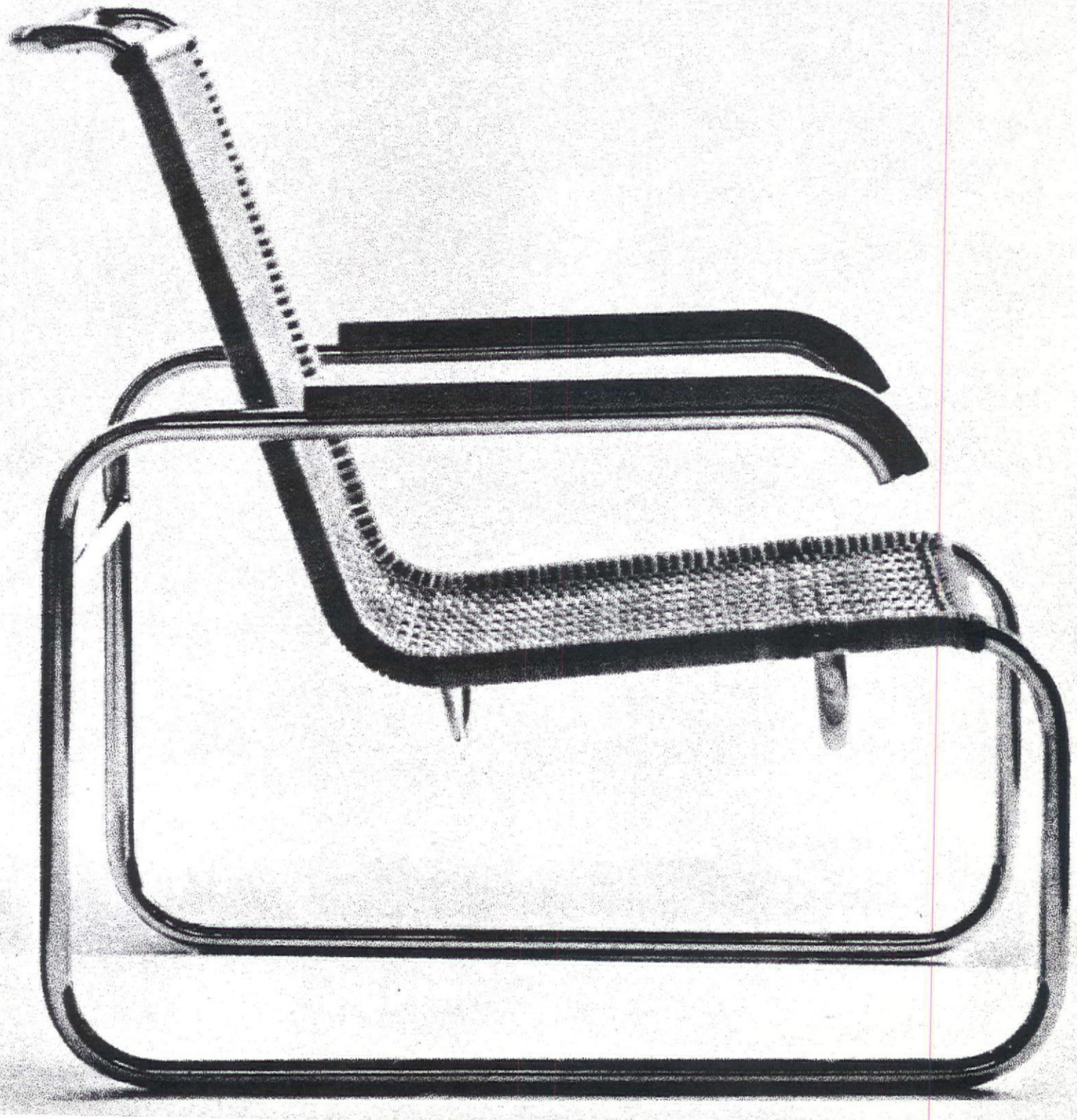
The Breuer Lounge Chair
design: Marcel Breuer

Designed in 1928 and manufactured for only a decade, the Breuer Lounge Chair became a rare collector's item until this year when this classic was again entered into production and is now being made in leather, wicker or pony skin.

International Contract Furnishings Inc.
145 E. 57th St., New York, N.Y. 10022
Telephone: (212) PLaza 2-5870
Cable: Confurn NY/Telex 236073

Chicago: 1010 Merchandise Mart
San Francisco: The Ice House
Boston: 27 Stanhope Street

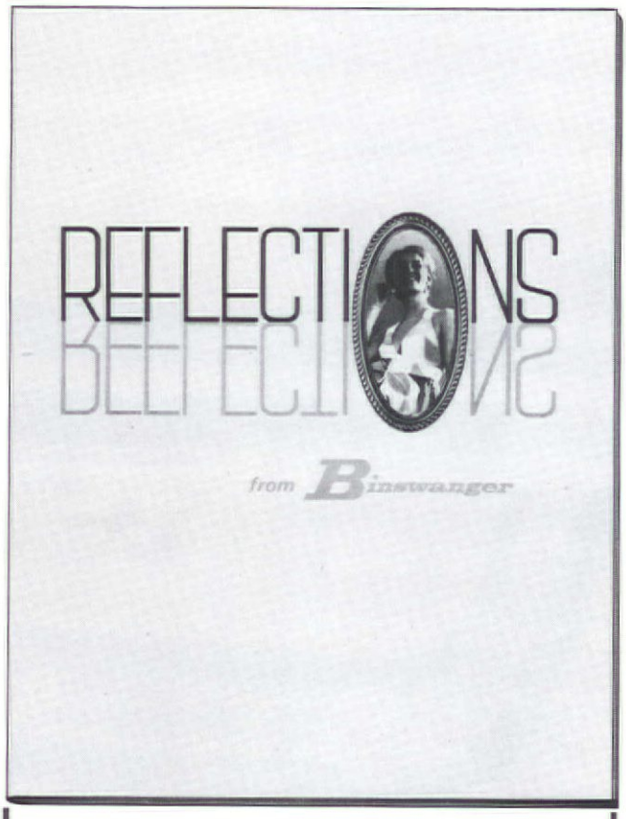
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chromcraft

Contract Furniture Division / Chromcraft Corp., Senatobia, Mississippi 38668

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Chromcraft furniture is precision made in a factory that looks like it ought to be making jet airplanes. There is very little handwork. So it costs less. As the biggest maker of metal and plastic dining furniture, we buy plastic, steel and aluminum by the carload. So that costs less, too.
This Solaris desk table is only about $230. Highly polished cast aluminum, high density top laminated on both sides. Don't pay for somebody's old fashioned methods. Choose Chromcraft. Nobody will change your specs for quality or price.

Circle No. 48 on reader service card

Robert Kenney named to head Business Furniture Div. of Building Service, Inc., Milwaukee, Wisc., interior contracting firm.

A new showroom for Denton-Grant has been opened at Oak Lawn Plaza, Suite 316, Dallas.

Arnold Joseph has been appointed to the newly created position of Vice President of Sales Distribution for Trend Mills (Division of Champion International) domestic operations. Other reorganizational moves include the appointment of regional Vice Presidents for newly established sales and distribution regions. They are J.G. Finegold, Western; Charles D. Heilman, Central; and H. Wayne Thomerson, Jr., Eastern.

Torben Huge Jensen is new President of Royal System, Inc., the American branch of the Danish wall-hung furniture Company.

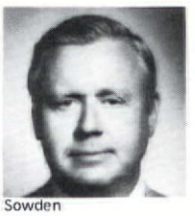
John J. Murphy has been promoted to VP/Finance of Cramer Industries, Inc., of Kansas City, Kan.


Joseph


Jensen


Murphy


Sears


Sowden


Forman

Phillips Fibers Corp. has realigned its corporate personnel as follows: H.T. Sears, Jr. from VP/Corporate Development to VP/Operations; P.T. Sowden from VP/Supply and Transportation to VP/Corporate Development; and C.W. Forman from VP/Operations to VP/Supply and Transportation.

A new showroom, Dar-Luck Associates, had opened in Washington, D.C., at 3247 Q Street N.W., and will represent many prominent design and contract firms.

Aldo J. Genova, AIA, has joined the planning, engineering, and architectural firm of William L. Pereira Assoc. as Vice President of Retail Facilities Planning. Duties will include space planning and interior design of shopping centers and all other retail facilities.

R.W. Shipley Associates, Inc., has instituted the following personnel changes: Frederick L. Schmidt appointed Vice President; and both Roger T. James, Director of Planning, and Richard L. Mailloux, Director of Lighting Design, have been made Associates.



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edward axel roffman
associates, inc.
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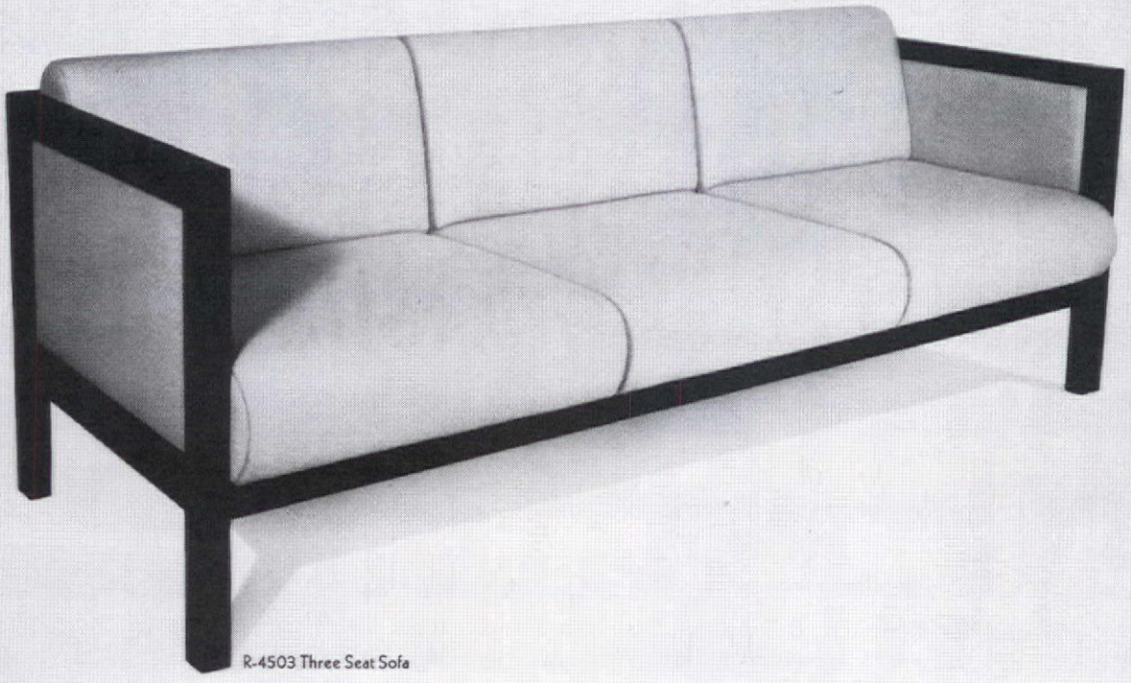


R-4501 Club Chair



R-4502 Two Seat Sofa

R-4500 Series
DESIGNED BY EDWARD A. ROFFMAN



R-4503 Three Seat Sofa

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ITALIA

ANNOUNCES
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NEW YORK
SHOWROOM

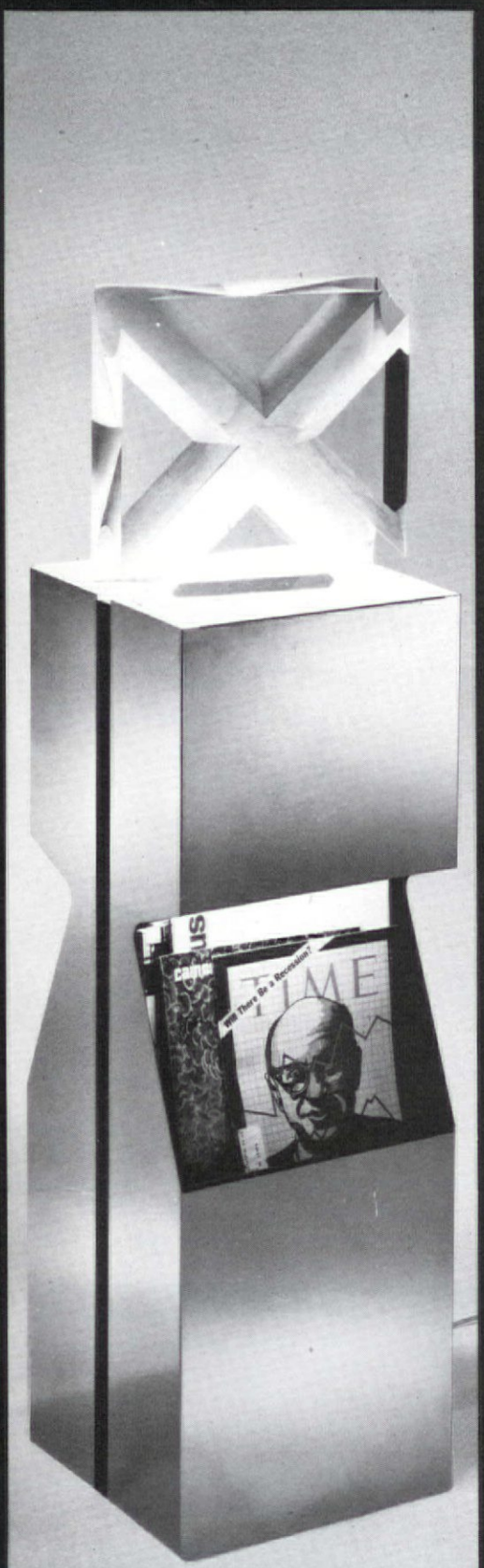
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KOVACS

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FROM GEORGE



Show Rooms: New York City—230 Fifth Avenue, Rm. 406, (212) 683-5744 and Lighting Associates, 351 E. 61 Street. Chicago—Merchandise Mart, Room 12105. Also Atlanta, Dallas, High Point, San Francisco, and Seattle.

2434 The Magazine Minder with the built in sculpture stand. Height: 35". Width: 12" square. Finish is polished chrome with an etched glass top. Maximum wattage. 2–60 watt bulbs. Designed by Neal Small.

CONTRACT WORLD: PEOPLE / NEWS


Daley


Finkel


Kwan

Bob Daley has formed his own firm, Bob Daley's Drawing Board, located at 149 Steuben Street, Pittsburgh.

Alan Finkel is new President of Suncraft of California, a division of Aberdeen Mfg. Corp.

Ronald Kwan has been named Senior Project Designer by Western Contract Furnishers, heading the firm's newly created planning service for developing total environmental concepts.

Thiokol Chemical Corp. fibers activities has been organized as the Fibers Group, headed by John F. Anderson, Jr., Group Vice President. Facilities are established in U.S., Canada, Scotland, and Holland.

Kenneth L. Smith has joined the New York sales force of Edward Axel Roffman Associates, Inc.

Turner Mfg. Co. has announced the following promotions: William B. Leil to VP/Sales; Sidney Stein to VP/-Marketing; and Ralph Rehbock to Assistant to the President.

Carl G. Magnusson has been named Vice President at Fortress Incorporated. Duties will include directing product design, marketing, and promotion.

Julian Joseph is the new Director of Contract Sales for Dunning Industries, Inc. His former position was as Director of Sales & Product Development of Vanmar, Inc.

Sainberg & Co., Inc., and Foelich Leather Craft, Inc., a division of Sainberg, have named Bernie Weinstein National Sales Manager.

Gilford, Inc., has appointed Mel Briscoe as General Sales Manager, a newly created position reflecting increased activity in the contract markets.

Architect/designer Norma Phillips, a specialist in open office landscape planning, has been named Director of the Design Staff at Oxford Word Processing Corp.

John V.C. Weller has been named Divisional Vice President of Products for Bigelow-Sanford, Inc.

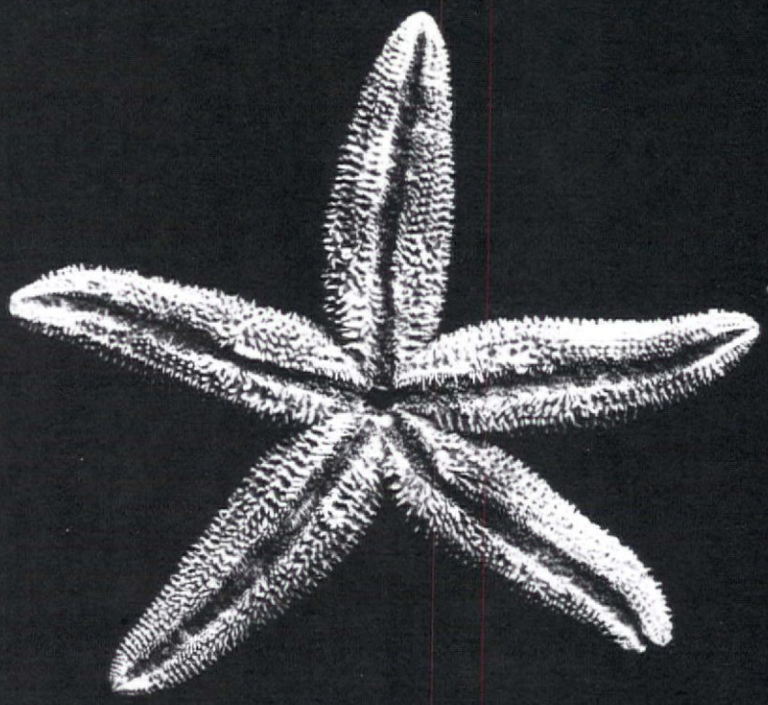
Daniel Reisman Designs, a new design consultation firm, has opened offices at 15910 Ventura Blvd., Encino, Calif.


Phillips

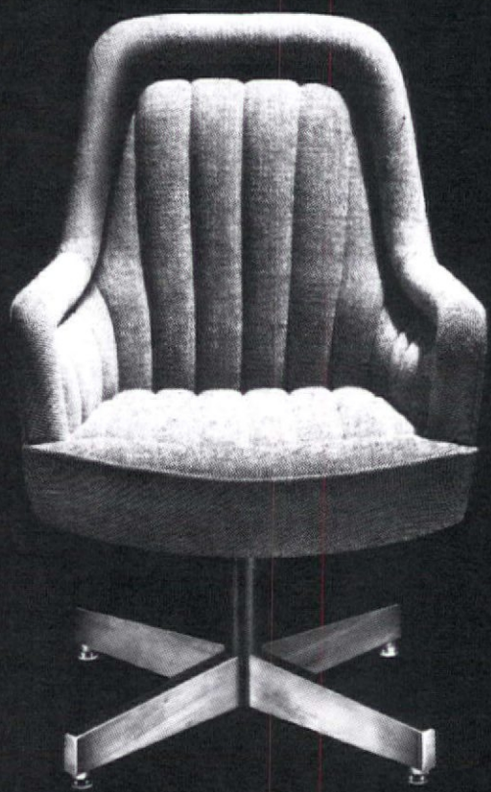

Weller


Reisman

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The translation of feeling into function is the foundation of use. Gregson Chairs. A good place to be all day.



© Gregson Manufacturing Company/Liberty, North Carolina



JUTE'S stick-to-itiveness makes carpet glue-down work like nothing else

Compare all attached no-pad carpet backings offered for glue-down. Check their ability to absorb adhesive, for tight and lasting floor seal. Adhesive won't slide off jute and loosen the carpet. It goes deep into the open mesh and fibrous pores, providing secure bond to any subfloor or old hard surface flooring.

You know glue-down's many "bonuses." Lower initial cost, protection for seams, mobility for casters and wheels, and many more. To capitalize on them, remember jute's additional benefits, listed below.

- Jute is over twice as thick as other no-pad backings. Cracks in old flooring aren't felt underfoot or outlined in the pile. Seam edge sealing area is doubled.
- Unmatched dimensional stability, vital for floor cut-outs.
- Carpet comes up cleanly, intact for re-installation.
- When carpet is rolled out, some floor adhesive penetrates the jute mesh to the primary backing, for greater tuft bind and protection against delamination.
- Helps carpets otherwise qualified meet fire safety codes.
- Same carpet can be used for standard installation over underlayment in executive areas. Only jute among glue-down backings can be hooked safely over tackless gripper pins.

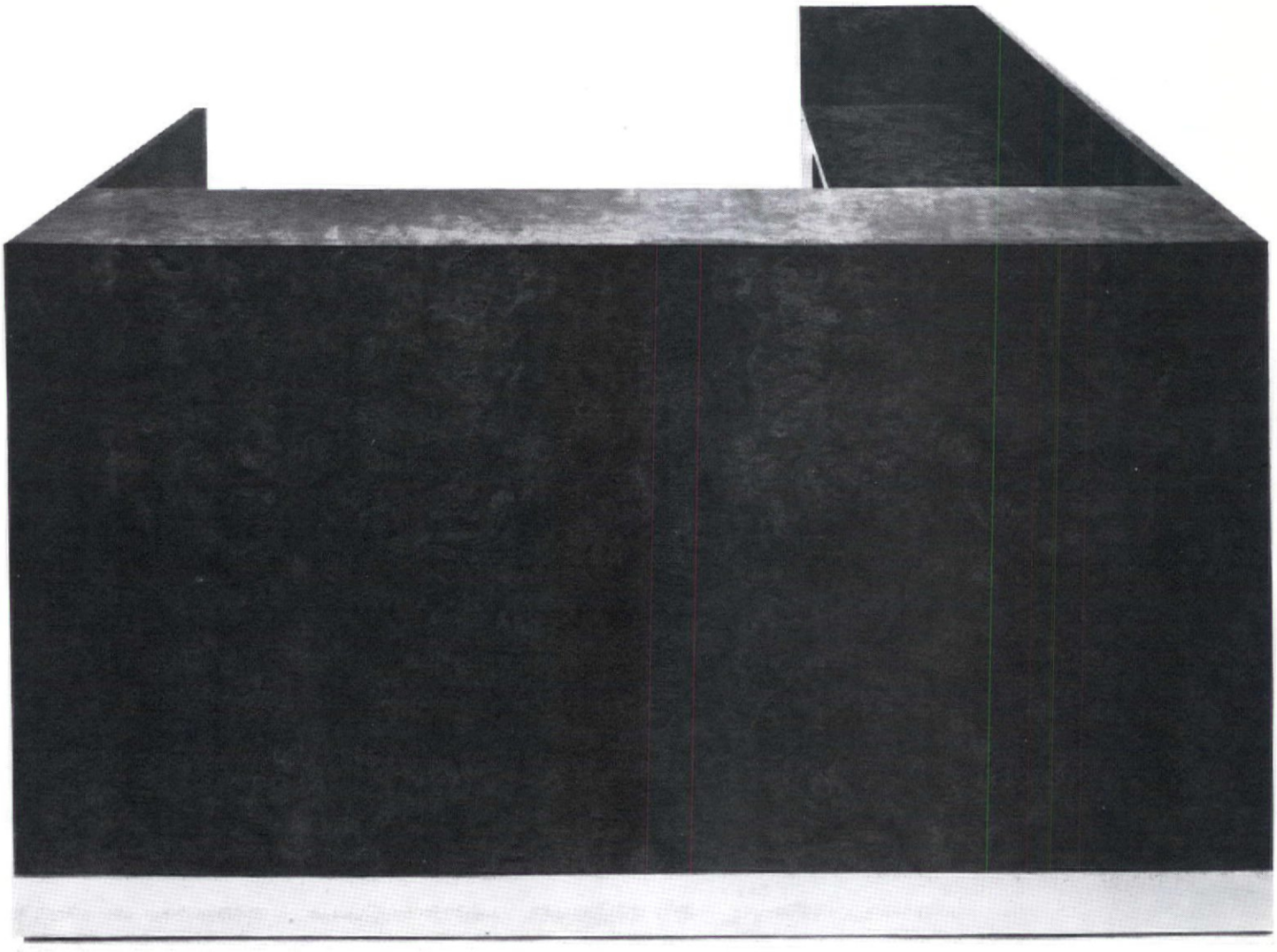
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Ward Bennett designs for Brickel Associates, Inc.



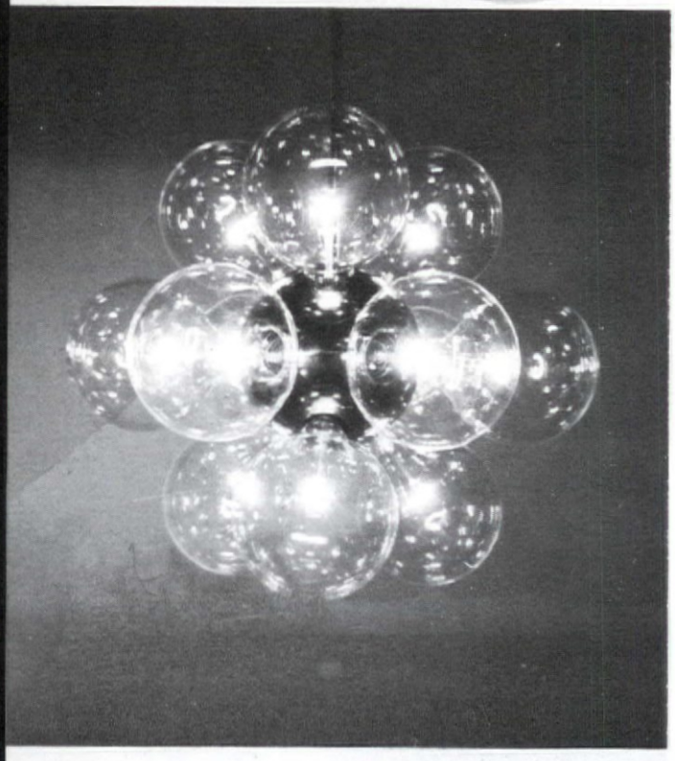
Neil Harris

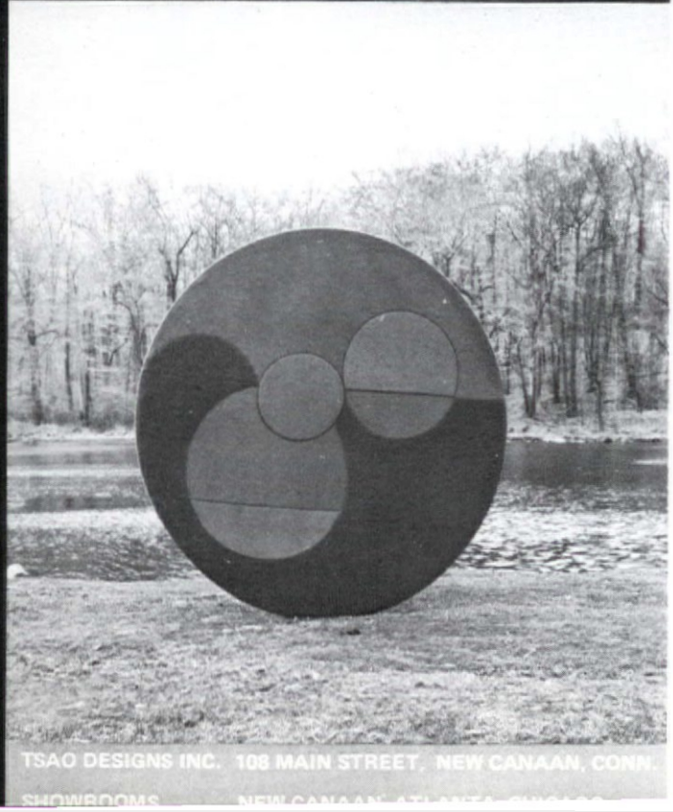
The 4200 Series reception desk. One of five series of correlated desks and credenzas.
Ward Bennett Hand-Crafted Furniture by Brickel Associates, Inc. For more information, write Brickel Associates, 515 Madison Avenue, New York 10022.
Other Showrooms in Chicago, 1015 Merchandise Mart/Atlanta, 19 14th St. N.W./Los Angeles/San Francisco, Showroom 500 Ice House.

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SHOWROOMS NEW CANAAN, ATLANTA, CHICAGO







COMING EVENTS

1973

May 14. Ninth Annual Resources Council "Spring in Central Park" Product Show. Tavern-On-The-Green, Central Park, New York City.

May 14-16. AMA seminar: Office Space Planning, Layout, and Design. Ambassador Hotel, Los Angeles.

May 15-18. Carpet & Rug Institute Convention. Hotel Diplomat, Hollywood, Fla.

May 16-18. International Nonwovens & Disposables Association, Fifth Annual Meeting. Sheraton-Boston Hotel, Boston.

May 20-23. National Restaurant Association. McCormick Place, Chicago.

May 20-24. National Society of Interior Designers, 10th National Conference. Kahala Hilton, Honolulu.

June 13-15. Combined College Facilities Conference and Exposition. Hotel Commodore, New York City.

June 17-22. International Design Conference. Aspen, Colo.

June 17-22. Summer Furnishings Market. American Furniture Mart and Merchandise Mart, Chicago.

June 20-22. NEOCON. National Exposition of Contract Interior Furnishings. Merchandise Mart, Chicago.

June 24-28. American Library Association. Convention Center, Las Vegas.

June 24-28. Summer Furnishings Market. Various showrooms, including Third International Furnishings Exposition at National Furniture Mart, New York City.

June 29-July 1. Eighth Annual Northeast Craft Fair. Dutchess County Fairgrounds, Rhinebeck, N.Y.

July 8-12, Seattle N.W. Furnishings Market. Seattle, Wash.

July 8-13. Summer Furnishings Market. Dallas Market Center, Dallas.

July 9-12. Summer Furniture Market. High Point, N.C.

July 15-20. Summer Furnishings Market. The Icehouse; The Showplace!; Western Merchandise Mart, San Francisco.

July 16-20. Furnishings Market. Atlanta Merchandise Mart, Atlanta.

August 3-5. 19th Annual Florida Furniture Mart. Diplomat Hotel & Country Club, Hollywood, Fla.

August 4-6. Summer Furnishings Market. Denver Merchandise Mart, Denver.

August 20-23. American Health Congress. McCormick Place, Chicago.

September 8-11. NOPA. National Office Products Association Convention & Exhibition. Conrad Hilton Hotel & McCormick Place, Chicago.

September 14-18. AID National Convention. New Orleans.

September 21-22. Designer's Saturday. Various Showrooms, New York City.

September 21-24. Ninth Annual Western Machinery & Furniture Supply Fair. Anaheim Exhibit & Convention Center, Anaheim, Calif.

October 7-12. Los Angeles Home Furnishings Market. Los Angeles Home Furnishing Mart, Los Angeles.

October 8-12. Business Equipment Show. New York Coliseum, New York City.

October 12-21. San Francisco International Design Show. The Showplace!, San Francisco.

October 13-19. Third Annual Come to the Market Place. Member showrooms, New York City.

October 15-17. 19th Annual Quality Inns Trade Show. Caesars Palace, Las Vegas.

October 19-26. Fall Furniture Market, High Point, N.C.

October 24-26. Fall Meeting, Hardwood Plywood Manufacturers Assoc. Fairmont Hotel, San Francisco.

October 28-29. Furnishings Market. Dallas Market Center.

November 1-3. Contract Show. The Showplace!, San Francisco.

November 5-7. National Association of Furniture Manufacturers' 45th Annual Convention. Royal Sonesta Hotel, New Orelans.

November 5-8. 58th National Hotel & Motel Educational Exposition. New York Coliseum, New York City.

Foreign Trade Shows 1973

June 25-28. British Furniture Manufacturer's Trade Exhibition. Manchester, England.

August 12-16. Montreal Furniture Market. Place Bonaventure, Montreal, Canada.

September 20-November 20. 15th Triennale. Palace of Art, Milan.

November 6-8. Canadian National Interior Design Show. Exhibition Park, Toronto, Canada.

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This sofa is famous. It deserves to be. It is better than good-looking and good-sitting. It is perfect sleeping because, believe it or not, this is a convertible. Perhaps, we should say THE convertible. It spends a lot of time "at home." It also makes a hotel or motel room look like "at home." More plus-es: the space-saving factor . . . the fact of the best mattress that means longer life and better return per unit. Try us. We're geared to serve you at top speed and top dollar value. And that's the truth.

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NEOCON

go and grow!

NEOCON FIVE PROMISES EXCITING SEMINARS, NEW PRODUCT INTRODUCTIONS, SOCIAL PROGRAM, UPWARDS OF 6,000 DESIGNERS

Five, the number of fingers on one hand, is the chronological description of this year's National Exposition of Contract Interior Furnishings. But five is only half the story. On the other hand is a history of development that makes this fifth edition of NEOCON one of the hottest and most exciting stories in the contract industry.

Scheduled for June 20-22, 1973, NEOCON 5 is centered at (and sponsored by) The Merchandise Mart, Chicago. In this fifth year, Merchandise Mart management has spared no effort to produce an even better program than previously. Seminars spanning the entire spectrum of contract designer interest, from the very pragmatic to the most theoretical, are being scheduled. Upwards of 6,000 designers are expected to participate and to mix in a number of scheduled social events.

More important, however, is the fact that this year most manufacturer-exhibitors have saved their market introductions for NEOCON. That means important new product discoveries for designers at this contract market.

This preview makes it apparent that NEOCON 5 is vitally important to the designer's professional growth. If you have participated previously, we know you will be going again this year. If you haven't, you really don't know what you will miss by not attending this increasingly important annual event.

Take the advice of this "I've-seen-it-all" editor. Plan now to go, participate, and grow at NEOCON 5. You will come away enriched by the experience.



Editor/Co-Publisher

NEOCON FLAGS FLY OVER CHICAGO SIGNALING TIMELY SEMINARS, PRODUCT DEBUTS

By Thomas V. King
General Manager
The Merchandise Mart



NEOCON 5's graphic symbol will be unfurled around Chicago during what promises to be the one major, national event in the contract industry, June 20-22. The flags will fly outside several of the city's finest and most popular restaurants as a salute to NEOCON and a welcome to attendees. Tom King (left), General Manager of The Merchandise Mart, NEOCON's sponsor, and Henri Eschman, Director of the Jacques Group of restaurants, inspect the first of the flags in front of Kinzie House. "That," says King, "is a must-see re-cycling job. Now a top eatery near Chicago's Marina City, it started out as a cheese factory back in 1900."

NEOCON 5 will be a very special event, as it represents the cumulative intellectual experience of four years of idea exchange among all the disciplines involved in creating man's interior environment.

In the four previous NEOCONs, close to 500 of the leading minds in our culture have been addressed to the most critical issues in the planning, design, and creation of interior architecture. The results have been dynamic and geometric in proportion. NEOCON 5 programs will be the beneficiaries of this intellectual inventory.

Associations actively involved

Every professional association involved in the creation of administration of interior space has made NEOCON an extension of its activities. Their active involvement takes place not only at the national level, but also in more than 30 cities where local and regional NEOCON Advisory Committees provide council and feedback. NEOCON has indeed become an umbrella under which every facet of the industry can reflect on the activities of the others, creating a year-round resource.

NEOCON's viability and popularity has been enhanced to a very great degree by the efforts of the trade and professional media. Their role has increased from one of reporting to that of providing leadership. In the process, they have solved one of the contract industry's most pressing problems: Communication.

This year NEOCON seminars will again address themselves to the most timely subjects and pressing problems. The Energy Crisis is one of them. With fuel rationing already a reality in several parts of the country and a very real threat in others, the most logical source for solutions is the assembled resource of NEOCON specialists.

Last year one of our central themes was Recycling Space. At NEOCON 5 we intend to examine some of the most successful and spectacular examples of creative re-use in a dramatic audio/visual presentation.

The Effect of Design on Patient Response will examine ways the designer can complement the doctors' efforts in the health care field.

Cop-out: agreement, rebuttal?

The 3/73 CONTRACT article by Sam A. Sloan, panning Landscape as a cop-out, has created a roar of reaction. We'll take a look—in several sessions—at each of the divergent points of view. Whether it becomes the platform for agreement or a forum for rebuttal is uncertain. It will certainly be exciting.

Gold tags for new products

The intellectual resource that NEOCON represents is just half of the experience. Equally important is the fact that it is the most complete material resource of contract furnishings in the world. More than 700 lines of contract-appropriate products are displayed in permanent showrooms that are often as spectacular as the items themselves. Everything from furniture and floor coverings to lighting and special-use institutional products is available for examination. And it's all under one roof.

Because NEOCON has become the central focus of the entire contract industry it has also become *the* place for manufacturers to premier new offerings. This year new product introductions will be identified with distinctive gold tags and they will be listed — by catagory, manufacturer and showroom — in a special program supplement.

PEP, hotel reservations

As NEOCON's sponsor, we also become host to the thousands of visitors it attracts. The red carpet is out, not only here at The Merchandise Mart, but also throughout the city. Chicago promises you a warm welcome.

To make getting here easier and more economical we have set up a Professional Excursion Program (PEP) in over 30 cities. A phone call to any one of them assures you of substantial savings on your air and ground transportation.

Our Hotel/Motel Bureau has negotiated very attractive flat rates with every major hotel. Again, the savings over their regular rates are substantial. When you're here, we provide free bus service to and from your hotel. An increasing number of our contract tenants set up free lunch counters.

The Contract Manufacturers Association has arranged to toast your arrival with complimentary libation at half a dozen of the city's finest restaurants.

NEOCON 5 promises to be the best one yet. We sincerely hope that you will be here to share that experience with us and your peers. ■

NEOCON SEMINAR PROGRAMS SPAN ALL DESIGN DISCIPLINES

Entire spectrum of design considerations, from ecology to energy, zeroed in on by carefully constructed educational program

Keynote Address: The Man-Made Environment.
Stewart Udall, former Secretary of the Interior, Chairman of Overview Environmental Consultants.

The Role of Research in Planning of Environments.
Paul Dixon, author of *Think Tanks.*

The Challenge to Architects and Designers in the Creation of the Living and Working Environment of the Future.
Archibold Rogers, FAIA, President-elect of American Institute of Architects.

The Energy Crisis.
A discussion of the squandering of national resources, the efficient use of space and energy, and a checklist of ways designers can conserve energy and preserve good design.
Participants to be announced.

People Space Psychology.
How working office people can participate in the design of their own working environments with confidence and direction, determined by adroit questioning and observations of an interdisciplinary team; as is being developed for Federal Aviation Administration's new Northwest Regional Offices, Seattle, Wash.
Sam A. Sloan, Architect, President, People Space Architecture Co., Spokane, Wash.
Walter Kleeman, Jr., Ph.D., NSID, Consultant, Union Graduate School, Yellow Springs, Ohio.
Dennis Green, Architect, Office of Construction Management, General Services Administration, Washington, D.C.
Moderator: Len Corlin, Editor & Co-Publisher, CONTRACT.


Sloan


Kleeman


Corlin

Design-Build.
A hearing on the controversial practices of submitting competitive bids.
Participants to be announced.

Recycling Space.
The creative reuse of railroad stations as day-care centers, restaurants, museums, and other creative applications.
Participants to be announced.

The Impact of Design on Patient Response.
Leland Kaiser, Director of Medical Center, University of Denver.

Education for New Towns.
The problem of providing full educational services to rural areas and the problem of regional schools.
Participants to be announced.

The Character of Color.
Dr. Darrell Boyd Harnon, Austin, Tex.

Planning Facilities to Accommodate the Handicapped.
Session will include Swedish examples built into Building Codes and specific recommendations for all types of public facilities.
Van Dorn Hooken, Professor, University of Mexico.

Career Education.
An entire new generation of technologically oriented high school graduates is being developed that will opt for careers in computer sciences, and paramedical disciplines — how will they fit into the world of design?
Moderator: Ben Graves, Director, Educational Facilities Laboratory, Chicago, and President-elect of The Council for Education Facility Planners.
Participants to be announced.

The Mercedes-Benz Project.
A case study of America's first total planning office landscape.
Dr. Rudolfo E. Planas, President, The Quickborner Team for Planning & Organization, Milburn, N.J.
Hans Krieks, President, Hans Krieks Associates, New York.
Other participants to be announced.


Planas


Krieks

Modernization.
Case studies of three successful rehabilitation projects: Harvard University, University of Colorado, and a Russian project.
Participants to be announced.

Student Services: What Do They Really Want?
Abandoned dormitories and unused food services facilities stand as testimony to the failure to meet the student's real housing needs.
Participants to be announced.

How to Sell Design and Architectural Services to State, County, and Federal Government.
National Institute of Government Purchases; participants to be announced.

Planning the Merchandising Environment: The New Look in Retailing.
Ken White, President, Institute of Store Planners.
Richard Shipley, President, Richard Shipley Associates.


Shipley

The Biology of Lighting.
New developments in lighting, with concentration on low-voltage designs, as related to the energy crisis.
Participants to be announced.

(*Continued next page*)

More NEOCON program. . . plus . . .

The Federal Design Assembly.
A complete report on the recent meeting in Washington involved with all design disciplines, asking the question: Is The Federal Design Assembly a force or a voice in the wind?
Participants to be announced.

Arbitration: The Designer's Role.
Co-Sponsored by NSID and AID; participants to be announced.

The Distribution Function: An Evaluation of Industry Distribution Practices.
Participants to be announced.

The New O'Hare Airport Compex by C.F. Murphy Associates, Architects, and Norman DeHaan Associates, Chicago.
Participants to be announced.

Renaissance of the Grand Hotel.
An examination of some of the finest hotel designs from all over the world.
Martin Judge, Editor, Hospitality Magazine.

Note: A complete date on seminar programs and participants, as well as news of NEOCON will be featured in 6/73 CONTRACT.

CMA'S BIDWILL CITES NEOCON AS THE MAJOR CONTRACT EVENT



L.G. "Bud" Bidwill, President, Contract Manufacturers Association: "NEOCON has become the most important single factor in the contract industry. All major manufacturers, consumers, specifiers, and dealers will assemble for this major event, which we feel is the greatest opportunity for all people in the industry to gather together at one time.

"Most important will be the presentation of new products for the coming year, with all top executives from our membership present to host NEOCON attendance.

"The Contract Manufacturers Association will co-sponsor the first all-industry dinner on Wednesday evening, June 20, 1973, with Institute of Business Designers and Contract Furniture Group."

NEOCON 5 PARTICIPATING ORGANIZATION SCORECARD

AIA: American Institute of Architects.
NAEB: National Association of Educational Buyers.
AID: American Institute of Interior Designers.
NSID: National Society of Interior Designers.
ASBO: Association of School Business Officials.
IBD: Institute of Business Designers.
CEFP: Council of Educational Facility Planners.
ISP: Institute of Store Planners.
ACHA: American College of Hospital Administrators.
NIGP: National Institute of Governmental Purchasing.
SCUP: Society of College & University Planning.
NASPO: National Association of State Purchasing Officials.

LOW COST TRAVEL PACKAGE AVAILABLE TO ATTENDEES

The Merchandise Mart is again this year offering its Professional Excursion Program (PEP) to participants originating their trips in any of 30 cities. The package consists of round-trip air fare, three nights lodging, all ground transportation, breakfasts and lunches, with the total cost from most cities no higher than regular coach air fare alone. PEP telephone numbers are available from the NEOCON Advisory Committee members listed below.

NEOCON ADVISORY COMMITTEES ANSWER DESIGNER QUESTIONS

Special committees in every major city in the United States have been established by The Merchandise Mart as Regional Advisory Committees to answer any and all questions regarding NEOCON 5 for local designers who may wish to attend. Answers to questions on transportation, housing, seminars, and any other pertinent information regarding the three-day event, June 20-22, 1973, are available from:

Atlanta, Robert J. Opie, 404/521-1463.
Birmingham, Robert Bodine, 206/322-1781.
Boston, Melvin L. Levin, 617/426-6800.
Cincinnati, Nathan M. Loth, 513/421-2000.
Cleveland, A.J. Kaufman, 216/621-1910.
Columbus, Jack Gorman, 614/486-2943.
Dallas, Patrick L. Ferraro, 214/RI-8-3314.
Denver, Galen Seal, Jr., 303/777-3071.
Detroit, J. Sidney Smith, 313/223-5100.
Hartford, Edward F. McCabe, 203/527-4235.
Indianapolis, Richard M. Clymer, 317/631-1400.
Kansas City, William M. Chop, 816/531-1600.
Los Angeles, Don Toquero, 213/SP-2-4101.
Louisville, Frank Zink, 502/582-1654.
Memphis, John Brommer, 901/323-1126.
Milwaukee, Louise Forrer, 414/271-8140.
Minneapolis/St. Paul, Del Deming, 612/224-3711.
New Orleans, Jack Becker, 504/525-1203.
New York, Frank Kaiven, 212/MU-3-7611.
Philadelphia, Lester Pomerantz, 215/LO-8-6116.
Pittsburgh, Robert Dillon, 412/471-8120.
St. Louis, Dale J. Wernig, 314/231-4646.
San Antonio, Marchall T. Clegg, 512/226-4141.
Seattle, Albert Howell, 206/MU-2-4664.
Washington, D.C., Samson B. Stern, 202/783-1550.

AMBASSADOR TO BE IBD HQ

The Institute of Business Designers has made the Ambassador Hotels its headquarters during NEOCON. Reserved accommodations have been made for IBD members commencing the afternoon of Tuesday, June 19 through 22. Reservations are available through national headquarters of IBD until June 8th.

CFG, CMA, IBD HOST DESIGNER FEST

Joint sponsorship of an all-industry dinner in the M&M Club of The Merchandise Mart on Wednesday, June 20, 1973, has been announced by the Contract Furnishings Group, Contract Manufacturers Association, and Institute of Business Designers. The dinner, at 8:00 P.M., will be preceded by a cocktail reception.

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L. B. Topper

Masland Carpet's showroom (right) will be staffed by L.B. Topper, Director of Field Sales; C. Adrian Shoemaker, National Contract Products Merchandise Manager; and Lester Bodley, Contract Manager, Central Region, at the Merchandise Mart. Circle No. 220.


C. A. Shoemaker

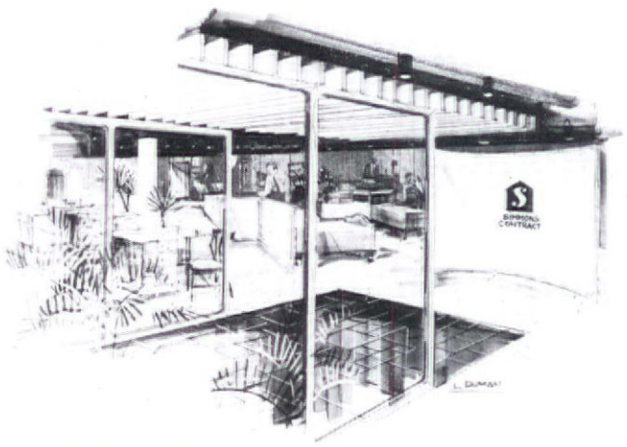
Simmons Co. Contract Space at NEOCON (below) will house several furniture, furnishings, and fabric manufacturers to highlight its broad range of services to the specifier. Circle No. 221.


L. Bodley

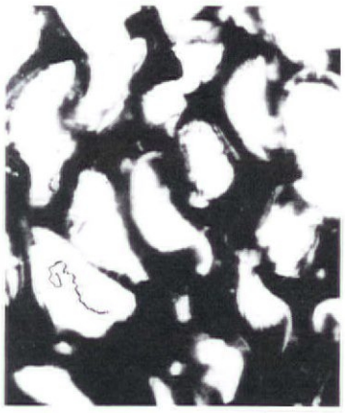


PHILADELPHIA RENOVATED (SHADES OF W. C. FIELDS)

EXHIBITOR	SPACE
Alexander Smith Carpet	1819
Beattie Mfg. Co.	1806
Berven Carpets Corp	1871
Bigelow-Sanford, Inc.	1865
Bloomcraft Products	1870
Cabin Crafts Carpets & Rugs	1846
Carpet & Rug Institute, Inc.	1849
Couristan Rugs, Ltd.	1830
Crestline Mills Carpet Co.	1822-A
Dan River Carpets	1840
Downs Carpet Co., Inc.	1853
Exclusive Carpets, Inc.	1832
Firth Carpet Co.	1819
Karastan Rug Mills	1883
Lees Carpets	1814
Magee Carpet Co.	1825
C.H. Masland & Sons, Inc.	1878
Mohawk Carpet Mills	1858
Hugh Nelson-Columbia Carpet Mills	1881
Olin Corp	1850
Philadelphia Carpet	1800
Simmons Co.	1870
Stephen-Leedom Carpet Co., Inc.	1880
West Point-Pepperell Inc.	1846
Wunda Weve Carpet Co.	1840




B. Egerter





Lees Carpet's Opening Night (above right) is a low-profile contract shag which is especially sound-absorptive and easy to maintain. Bernie Egerter, Commercial Sales Manager for Lees, will be at the show. Circle No. 222.



Couristan's Royalax Houndstooth (right), a 12-ft. width, 80 percent wool, 20 percent nylon carpet, comes in ten colors, and will be shown at NEOCON with other designs in the Royalax line. Circle No. 224.



Philadelphia Carpet Co.'s recently renovated Mart showroom (below) features separate enclosed quarters with individual enclosable conference areas. Swinging racks hold several hundred custom Wilton and other contract carpet samples. Circle No. 225.

floor 18

Olin Corp.'s Omalon carpet foundation's cell structure (above, top) is more densely constructed than conventional foam underlayments (above, bottom). It has been designed to meet strict durability and flammability requirements. Circle No. 223.



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CASUAL AND OPEN PLAN INTRODUCTIONS

EXHIBITOR	SPACE
A.C.I. Industries, Inc.	1718-B
Alonzi Furniture Co., Inc.	16-128
Alva Sculpture Replicas, Inc.	1519
American Cut Crystal Corp	1593-95
Austin Museum Studios	1510
Austin Productions Inc.	1510
Berkline Corp	1794
Birmingham Ornamental Iron Co.	17-105
Brown Jordan Co.	1664
Celanese Corp	1505-B
Charlton Co., Inc.	1674
Cosco Contemporary Furniture	1771
Crossroads	1677
Dux Inc.	1744
Enkeboll Co.	1711
Extensole Corp	1752
Andrew Frank	9-116
General Fireproofing Co.	7-100
Otto Gerdau Co.	16-116
Goodall Vinyl Fabrics	841-D
Haeger Potteries, Inc.	15-103
Hesco Furnishings, Inc.	1700
Heywood-Wakefield Co.	1650
I.V. Furniture Corp	1773
Jack Winter, Inc.	989
Jo Mead Designs	1700
Lewittes Furniture Enterprises, Inc.	1675
Lloyd Mfg. Co.	1650
Marden Mfg., Inc.	1700
McDonald Products Corp	1535
Meadowcraft Wrought Iron Furniture	17-105
Howard Miller Clock Co.	1634-A
Mobi Corp	1711
New York Graphic Society, Ltd.	1519
Charles L. Orr, Inc.	1711
Rubbermaid, Inc.	1474-B
Salterini Co., Inc.	1744
Samsonite Corp.	17-103
Selig Mfg. Co., Inc.	1766
Syrocco	1526
System Cado	1711
Tech Furniture Co.	1711
Universal Statuary Co.	1518
Vandy-Craft	1727
Virginia Metalcrafters, Inc.	1528
Witco, Inc.	1585
Yorkraft, Inc.	1520-21

floors 1788 1914 1560

Haeger Potteries, Inc. offers a versatile table lamp (right) which combines a classic vase shape with contemporary earth graphics, executed in a natural palette. It's part of the new Contemporary Collection. Circle No. 171.



Casual furniture from Syroco (below) has a decidedly modern look. All pieces are molded of sturdy ABS plastic, and the lazy chaise at right sheds its seat pad and folds flat to make the coffee table shown. Wall sculptures and mirror frames are from Syroco's accessory collection. Circle. No. 172.



Unicox Components from Otto Gerdau Co. (below) transform empty wall space into practical storage and display areas. Companion pieces to the cabinet interfit by merely sliding on the desired joint and snapping on the special cap. Made of "paticul" board and embossed with veneer finish. Circle No. 173.



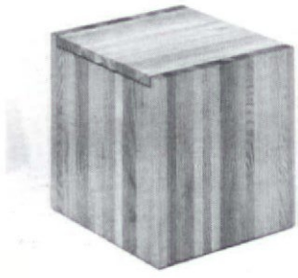
A touch of fantasy from Austin Productions (right) with imaginative figures that double as planters is cast in Fiberglas and polyesters for indoor or outdoor use. The figures are called Alice in Wonderland, King Albert, Animal Land, and Mock Turtle. Circle No. 174.





Created by Don Colby for Stylume, Orion (above) adds a well-styled, chunky individuality to the casual furniture market. Frames of 2-in. tubular aluminum and individually mounted vinyl straps assure comfort, easy maintenance. Circle No. 176.

Marden Mfg. Inc. has drawn upon the basic aura of quality inherent in wood, in designing these solid oak wood butcher block cube tables (below), measuring 16-in. cubed. The showroom will be manned by Carl and Robert Balonick, Jo Mead, and Bill Dick, and wine and cheese will be served throughout they day, highlighted by a door prize drawing. Circle No. 175.





One of American Seating Co.'s various exhibits is the Ebena LaSalle line of wood furniture (right), especially designed for college dorms, nursing homes, etc. Designers Hugh Acton and Robert Schier will conduct design seminars and a full dialogue on the "whys and ways" of product design, with NEOCON registrants participating. Also at NEOCON will be Donald R. Barber, Sales Manager, Contract Furnishings. Circle No. 177.

H. Acton

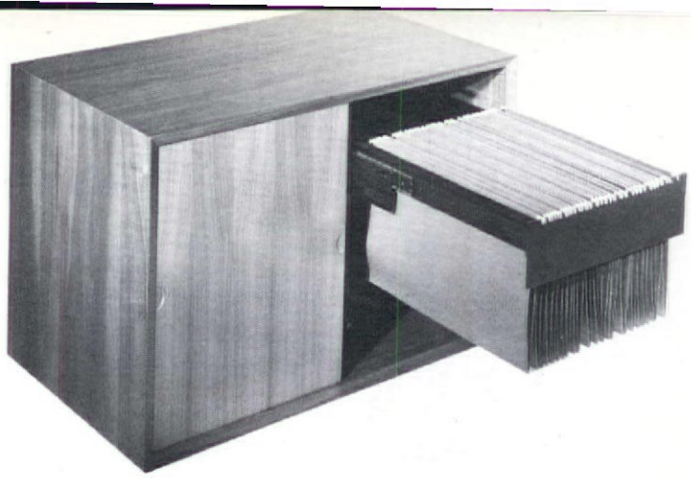


R. W. Schier

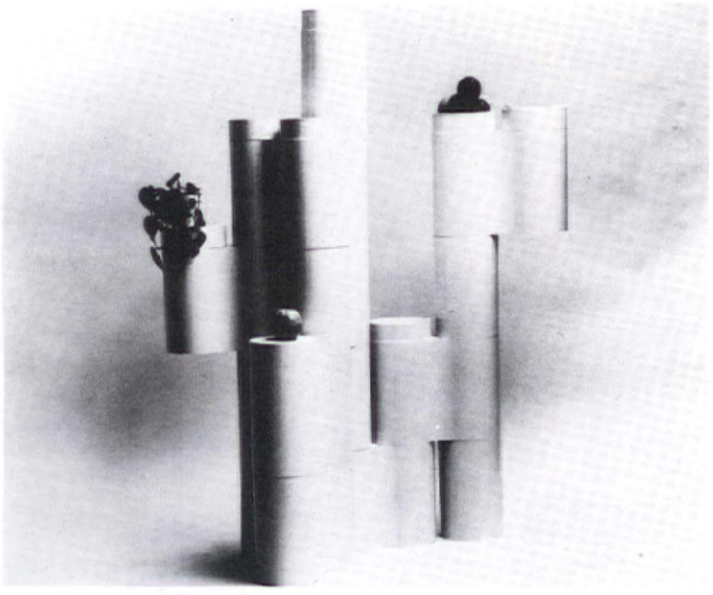


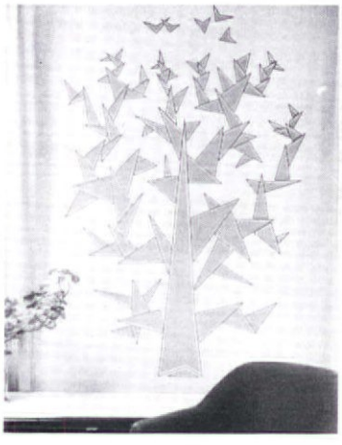
D.R. Barber





A new display system by Beylerian Ltd. (below) consists of simple Cyclac cylinders with various accessory parts such as built-in lighting, flower pot holders, recessed trays, and hooks. Called the Tower System, it may be used to create a wide range of partition systems. Circle No. 178.



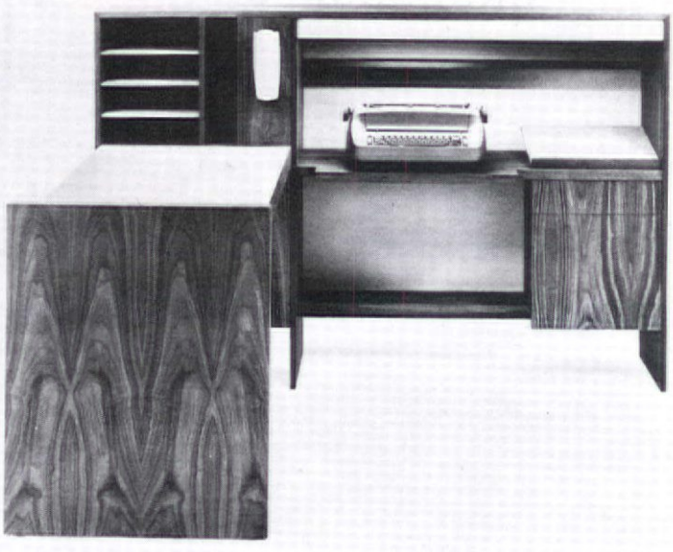


Royal System / Cado's new Executive File (above) affords the versatility of storing either legal or letter size Pendaflex folders. Accuride Telescoping Ball Bearing Slides provide smooth drawer action, and stability. Dimensions are 14-5/8-in. wide by 16-1/2-in. deep by 4-in. high. Circle No. 179.

Prouty Design's Super Graphic Panel Gathering Tree (left) is silk screened on vinyl and can be used as a wallcovering or mounted on a rigid panel. Dimensions: 6-ft. by 48-in. illustration area on a panel measuring 10-ft. by 54-in. Circle No. 180.



Brown Jordan introduces Orient (above), aluminum furniture with the look of rattan. Heli-arc welding, an autolike finish, and vinyl seating assure durability. Circle No. 182.



From the Synergy Collection by I. V. Furniture Corp., this work station (left) features illuminated typing bay and phone panel. All units are available in lacquered oak or oiled walnut with high-pressure laminate working surfaces. Circle No. 181.



Group II from Lloyd Mfg. Co. (left) offers complete room planning flexibility with such construction features as heavy duty tubular steel frames, hand welded joints, floor protecting leg glides, wide selection of upholstery covers, and high-pressure plastic laminate table tops with self edges. Circle No. 183.

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GEOMETRICS BIG IN FABRICS

EXHIBITOR	SPACE
Aldon Rug Mills, Inc.	13-148
Allen Industries, Inc.	13-162
American Biltrite Rubber Co.	13-179
Amtico Carpet	13-179
Armstrong Cork Co.	13-136
Armstrong Cork Co., Carpet Div.	13-159
Burlington Industries, Inc.	1314
Carson, Pirie, Scott & Co.	13-127
Charm Tred Mills	13-153
Cohama	1336
Congoleum Industries, Inc.	13-185
Congoleum Industries, Inc.	13-100
Coronet Industries, Inc.	13-174
David & Dash, Inc.	1374
Dellinger, Inc.	1359
Flintkote Co., Inc.	13-126
Frost Carpet Mills	13-165
G.A.F. Corp.	13-119
General Felt Industries	13-182
B.F. Goodrich Consumer Products	13-115
Goodyear Tire & Rubber Co.	13-111
Graber Co.	1332
Gulistan Carpet	13-141
Homestead Draperies, Inc.	1378
Jorges Carpet Mills, Inc.	13-143
Kirsch Co.	1306
Lawtex Corp.	13-165
Ludlow Carpet Mills, Inc.	13-166
Mand Carpet Mills	13-122
Mannington Mills, Inc.	13-124
Modern Carpet Industries, Inc.	13-158
Monticello Carpet Mills	13-153
Nettle Creek Industries, Inc.	1366
Ozite Corp.	13-146
Parkwood Laminates, Inc.	1307
R & G. Affiliates, Inc.	13-156
Riverdale Drapery Fabrics	1338
Robertson Factories, Inc.	1300
Rockland Industries	1309
Roxbury Carpet Co.	13-127
Sabre Carpets, Inc.	13-173
Sarreid, Ltd.	1374
Seamloc Loma-Loom Carpet Co.	13-167
Stauffer Chemical Co.	1350
Russ Stonier, Inc.	1375
Sweetwater Rug Corp.	13-150
Tilbury Fabrics, Inc.	1354
Uniroyal, Inc.	13-163
Walter Carpet Mills	13-139
Waverly Bonded Fabrics	1304
Wellco Capet Corp.	13-186
John Wolf Textiles	1308

floor 13

Ozite Corporation's exclusive double-tuft manufacturing process is used to create American Needlecrest carpets like Colony Point (right), a non-woven carpet with a tufted look. Key personnel are from top to bottom: L.J. Brown, VP/Marketing, G. Volland, National Contract Sales Manager, and H. Zwerling, Mid-west Regional Manager. Circle No. 184.



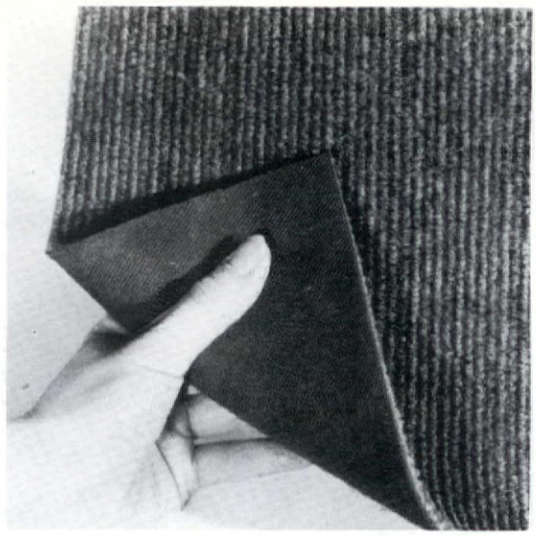
L. J. Brown



G. Volland

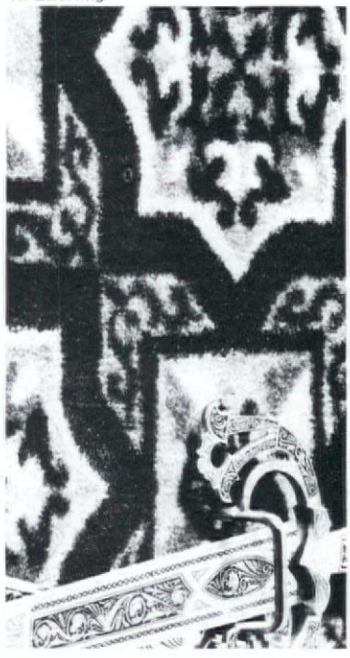


H. Zwerling





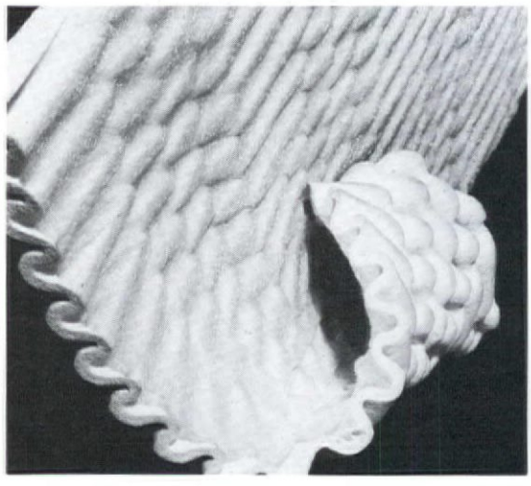
GAF Corporation's Medallion II (above) offers economy and durability in standard gauge tiles, indexed for continuous wall-to-wall beauty. Color combinations are light and bright in pastel and sherbet. Circle No. 185.



Part of Wellco Carpet Corp.'s new Design Creations, Fabulous (right) is a pattern designed for use in installations requiring 1,000 lineal feet or more. Available in level loop, cut pile, and frieze. Circle No. 186.

David & Dash is featuring the strongly geometric pattern Backgammon (below) in a new group of textiles highlighted at NEOCON. Vivid colors enhance the vibrancy of the simple, yet effective design. Circle No. 187.







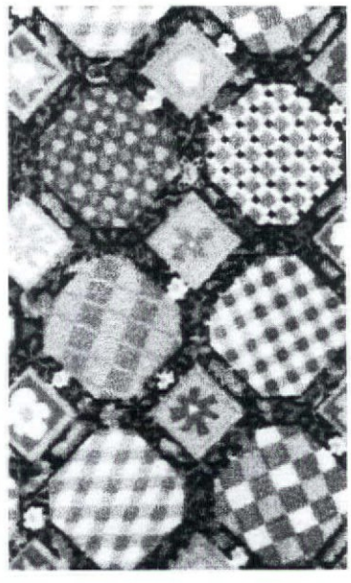
Jack McElhinney



Ed Jorges

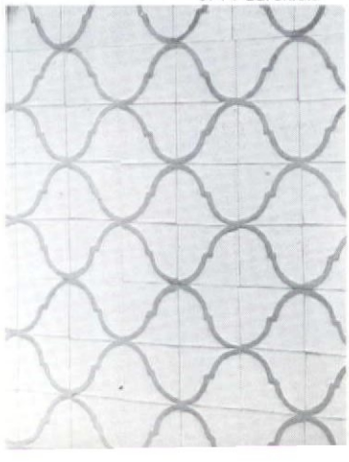


J. P. Barchfeld



The Tiger Paw 310 from Uniroyal (above) is one in the company's group of five waffle cushions. Medium to heavy weight, this pad is recommended for moderate to high traffic. J.P. Barchfeld, National Sales Manager for Floor Covering Products is pictured above right. Circle No. 188.

Flintkote's Cordala, a Mediterranean inspired design with a richly embossed surface (right) is new to the Flintkote Vinylcraft series of sculptured reinforced vinyl flooring. One-foot square tiles are ⅛-in. thick. Circle No. 189.



Cozy Quilt, a 5/64-in. gauge level loop by Jorges Carpet Mills (above) brings early American quaintness to contract carpeting. Made of 100 percent DuPont continuous filament nylon, the pattern is available in two colorations of six hues. Key figures at NEOCON will be Jack McElhinny, Divisional Sales Manager for the Midwest, and Ed Jorges, Chairman of the Board, Jorges Carpet Mills. Circle No. 190.

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KD LAMP CONDENSES TO ONE INCH

EXHIBITOR	SPACE
Edward Alden Studios, Inc.	12-116
B. Berger Co.	1250
Bibi Continental Corp.	1290
Brueton Industries, Inc.	1250
Cal-Mode Furniture Mfg. Co.	1250
Chromalloy Corp.	12-105
Cochran Chair Co., Inc.	12-120
Frederick Cooper Lamps Co., Inc.	1214
Designers Service	1271
DeSoto Lighting	1270
Fibercon Industries, Inc.	1245
Georgian Lighting Studios, Inc.	12-117
Koch & Lowy	1271
George Kovacs, Inc.	12-105
Laurel Lamp Mfg. Co., Inc.	1262
Lightolier, Inc.	1266
Medallion Industries, Inc.	1245
Medallion, Ltd.	12-131
Meyer-Gunther-Martini, Inc.	1232
Howard Miller Clock Co.	1234
Moreddi, Inc.	1234
Mount Airy Furniture Co.	1240
Nessen Lamps, Inc.	1224-A
Quartite Creative	1270
Rembrandt Lamps	12-103
Richards-Morgenthau Co., Inc.	1234
Schubert Industries, Inc.	1272
Scroll, Inc.	1229
Sheridan Industries, Inc.	1289
Stiffel Co.	1275
Verplex Co.	1282
Whitecraft Industries, Inc.	1229

Just a sample of Georgian Lighting Studio's many styles of contract lighting (right), all designed to be decorative as well as functional. Spread is 26-in., body height is 33-in. and shades are made of amber overlay glass. Circle No. 191.



Pace Collection Inc. is christening a new showroom at The Merchandise Mart in Chicago and concurrently unveiling a new collection of fabrics, which will be coordinated with all their furniture designs, including the Teorama Group (below). Fred Gregg will manage the new showroom. Circle No. 192.

Hank Loewenstein, Inc. will feature the 135 Karlstad Lounge Chair, with frame of heavy laminated beech plywood, and removable Dacron-filled cushion supported by a sling of natural hemp cloth. Loewenstein is represented by the newly formed InterGroup Collection, Ltd., Circle No. 193.







I. M. Krohn, III



Medallion Ind., Inc.'s Tete A Tete, (above) from the Horizon Collection, is made of rustproof solid aluminum and covered with virgin vinyl. Important NEOCON figure will be I. Michael Krohn III, Sales Manager. Circle No. 195.



Tulip Inc. will introduce its new Normandie chair at NEOCON 5 (above). This clean flowing chair of mirror stainless chrome plated steel tubing, with saddle leather seat and back, is available in lounge or armchair sizes. Tulip, also at InterGroup Collection showroom, will introduce its new Savoie series. Circle no. 194.

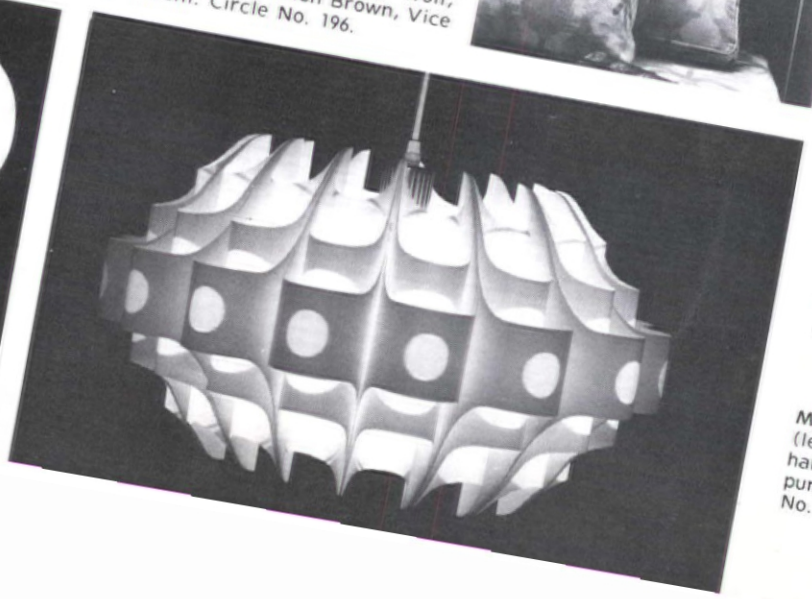


Nessen Lamps, Inc. is introducing a series of swing arm lamps with horizontal metal reflectors, an example of which is the wall lamp (right), with cord and plug or box mounting. In attendance at NEOCON 5 will be Stanley Wolf, President, and Chilton Brown, Vice President. Circle No. 196.

floor 12

InterGroup Collection, Ltd., a new name at NEOCON, will unveil its new showroom at Space 1209 in The Merchandise Mart. Formerly the Willis Showroom located at the Exhibitors Building, InterGroup Collection, Ltd. will house the following firms; Tulip Inc., Hank Loewenstein, Tri-Mark Designs, Omni, Design Imports, Doubinski Freres, and Hollen. Ann Krikorian will manage the new showroom. Circle No. 197.

Robert Sonneman Associates, Inc. will exhibit its line of lamps and lighting fixtures in its own newly opened showroom, Space 1286 of the Merchandise Mart. Sonneman, who designed the new showroom himself, says, "We are delighted to be in the Mart. Here, there are people who are serious about good design and good lighting." Circle No. 198.



Module from Koch & Lowy Inc. (left) is a striking, curvilinear hanging lamp, shipped to the purchaser in a 1-in. high box. Circle No. 199.

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Berco Industries' new line of solid bar stock steel base tables (right) has a size available for any diameter and shape table, from the smallest to a two-ft. diameter. Circle No. 228.



Gasser Chair Co.'s stackable formal dining chair, Le Dauphin (below), is a full two inches less in both width and depth than standard; intended to be used in conjunction with larger models. Circle No. 230.



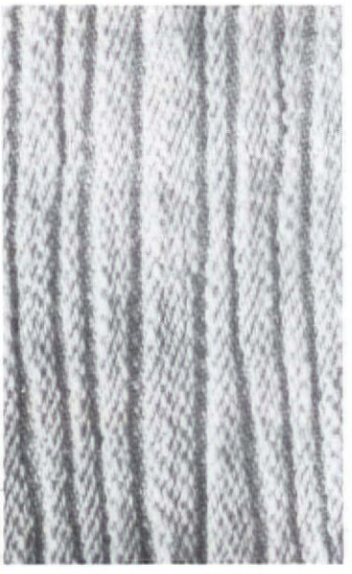
Allegro II, (below) from Armstrong Cork Co., will be included in its exhibit at NEOCON. Circle No. 229.

DAILY SEMINARS RUN BY ASD; INCLUDES MANY SEATING INTROS





Two new styles of swivel chairs will be introduced by Stow / Davis (above), both with high backs, wood bases, and bronze scuff plates as standard, and covered in fabric, vinyl, or leather. Circle No. 226.





G.T. Carlson



P. Clark



C. Krause



Eleanore Stendig of Stendig, Inc., will be introducing a new line of upholstery fabrics at the Chicago show. Charles Stendig will also be there to show Rythmic (above right), a 100 percent wool with a curvilinear stripe in the weave, and other interesting designs. Circle No. 227.

E. Stendig



C. Stendig



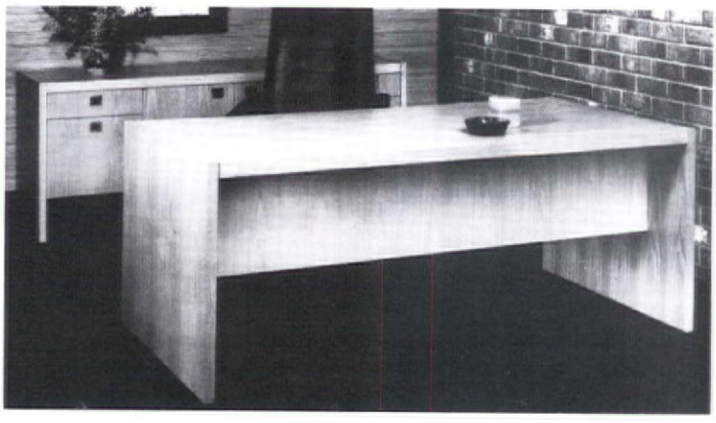
Interstate Industries, Inc., will have Gerald T. Carlson, General Sales Mgr.; Mrs. Patricia Clark, Showroom Mgr.; and Charles Krause, Asst. Sales Mgr., at its Merchandise Mart showroom (above), to introduce the recently acquired line of Art Metal modular filing units. Circle No. 231.

floor 11

EXHIBITOR	SPACE
Acme National Refrigeration Co.	1123-A
All-Steel Equipment, Inc.	1177
Alma Desk Co.	1140
American of Martinsville	1146
Amtab Mfg. Co.	1149
Architectural System Div., Westinghouse Electric Corp.	1127
Armstrong Contract Furniture	1135
Ben Rose, Inc.	11-123
Berco Industries	11-122
Bianco Mfg. Co.	11-122
Biltrite Furniture Mfg., Inc.	11-116-A
B. Brody Seating Co.	1175
Browne-Morse Co.	11-117-A
Buckstaff Co.	1119
Burke Acton Co.	1168
Carolina Seating Co., Inc.	11-116-A
L.E. Carpenter & Co.	1189
Charlotte Chair Co.	1149
Chromcraft, Inc.	1124
Commercial Carpet Corp.	11-124
Condi Div.-Pacific Furniture Mfg. Co.	1167
Conwed Corp.	11-116-A
Corry Jamestown Corp.	1126
Cosco Business Furniture, Inc.	1131
Cramer Industries, Inc.	1197
Paul Dodds Co.	1149
Domore Office Furniture, Inc.	1194
Drexel Enterprises, Inc.	1144
Duo Bed Corp.	11-111
Empire State Chair Co.	11-121
Gasser Chair Co.	1149
Gunlocke Co., Inc.	11-116
Haeger Desk Co.	11-112A
Hardwood House, Inc.	1193
Harter Corp.	1129
Howell Co.	1187
Inter Royal Corp.	1123
Interstate Industries, Inc.	1155
J.G. Furniture Co. Inc.	11-118
Jofco	1109
Johnson Chair Co.	11-114
Johnson Industries	1149
Knoll International	1111
Krueger	1184



Hardwood House will highlight its Executive Seating Environments, created by William Sklaroff. The 14-chair group includes these white oak, conventional or sleigh leg side chairs (above). Circle No. 232.



Marble Furniture Co.'s Rye Collection includes office, lounge, and occasional furniture. Mirror-polished, chrome-plated steel framed sofa and coffee table (above) are just two of the designs that will be introduced. Circle No. 237.

Myrtle Desk Co. will be showing an oak version of its 1000 Series of executive office furniture. The 1074F desk (right) has a nine-in. overhang with three storage drawers and a deep file drawer in the pedestals. Circle No. 233.

Vecta Contract Co., Div., Vecta Group, Inc., will spotlight the Zermatt chair (below), designed by Duncan Burke. On hand at the recently expanded Vecta showroom will be John B. Turbidy, Pres. and Chairman of the Board, Vecta Group, and William H. Sullivan, Pres., Vecta Contract. Circle No. 238.

All-Steel's Joe Hartmen, VP and General Mgr., and Bob Sprott, General Sales Mgr., will be at the All-Steel space to introduce the new 239 secretarial posture chair (right), one of the 200 Series chairs. Circle No. 234.







J.B. Turbidy



W.H. Sullivan

■ **More than fifty new seating pieces will be introduced by TCI (Thayer Coggin Institutional)** at NEOCON, all designed by Milo Baughman, including tub chairs, upholstered benches, executive chairs, sofas, and an executive sleep-sofa that opens out to a queen-size bed. Circle No. 235.

Westinghouse Architectural Systems Dept. (ASD) will present a daily series of case study seminars on open planning during NEOCON 5. Jack Cooper, General Manager; Howard G. Voss, National Sales Mgr.; and S.W. Oppenhuizen, Marketing Mgr., will be on hand at the Westinghouse ASD showroom at the Mart (right), which shows systems at work. Circle No. 236.



S.W. Oppenhuizen



J. Cooper



H.G. Voss



EXHIBITOR	SPACE
Kwik-File, Inc.	11-116-A
Lehigh-Leopold Furniture Co.	1147
Madison Furniture Industries	1166
Marble Imperial Furniture Co.	11-113-A
Mascheroni Contemporary Collection	1168
Monarch Furniture Co.	1120-21
Mytle Desk Co., Inc.	1162-63
Nemschoff Chairs, Inc.	1180
Nucraft Furniture Co.	1109
Orsenigo Furniture Co.	11-116-A
Peerless Steel Equipment Co.	11-120
Peter Pepper Products	1166
Pouliot Design Corp.	1187
Jens Risom Design, Inc.	11-112
R-Way Furniture Co., Inc.	1100

EXHIBITOR	SPACE
Shelby Williams Industries	11-111
Smith Metal Arts Co., Inc.	1129
Steelcase, Inc.	1118
Stendig, Inc.	1158
Stow Davis	1181
Summit Furniture Industries	1149
Superior Sleeprite	1191
T. & S. Brass & Bronze Works	11-122
Taylor Chair Co.	1109
Thayer Coggin International, Inc.	1173
Thonet Industries, Inc.	11-100
Tri-Par Mfg. Co.	11-111
Vecta Contract	1168
Vicrtex Sales	1189
Virtue Brothers Mfg. Co.	1149

neocon floor 11

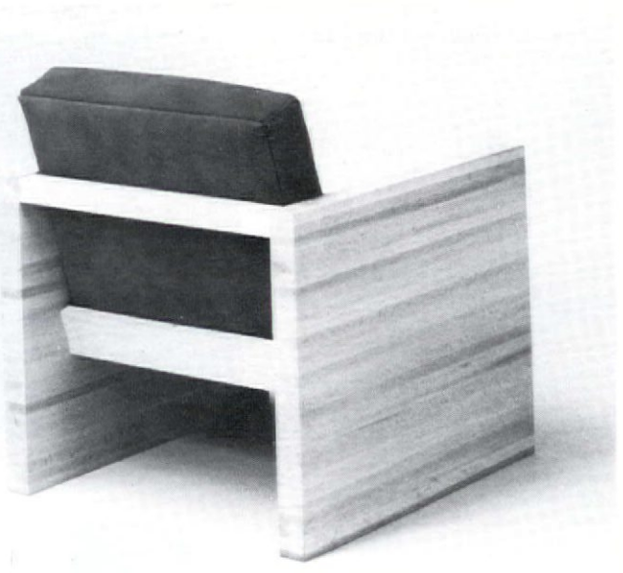
Landscape screen innovation



Round parsons table (left) from Summit Industries is manufactured in any size, using any laminate on the market today. Circle No. 241.

Buckstaff Co.'s new line of solid oak butcher block seating and tables, as illustrated by this lounge chair (below), will also be joined with a matching office furniture group. Circle No. 242.





Cramer Industries, Inc.'s Westwood I line of walnut executive furniture (above) is being shown at NEOCON. Numerous sizes of desks and secretarial units, with matching credenzas, are complete with file and storage compartments. Circle No. 239.



R-Way's Verona hotel / motel group (right), to be shown for the first time at NEOCON, is constructed of walnut veneers and hardwood solids, topped with high pressure plastic laminate in textured walnut wood tones. Circle No. 240.





J.L. Conrad





R.H. Brettman

John L. Conrad, Pres., Gunlocke Co., will be introducing six secretarial chairs at NEOCON, including 708M (above), with optional three-way or four-way posture adjustment. Circle No. 243.



J. Diamond

B. Brody's free-standing cluster booth (left) with integral table top and contoured seats will be shown at the exhibition by Ray H. Brettman, VP / National Sales Mgr., Contract Div., and Joseph Diamond, VP / General Mgr., Contract Div. Circle No. 244.



Shelby Williams Industries will have this Plexiglas back, tabular armchair (left) on the 11th floor, as well as new introductions from its subsidiaries — Madison Furniture Industries and Stephen-Black — in separate showrooms. Circle No. 247.

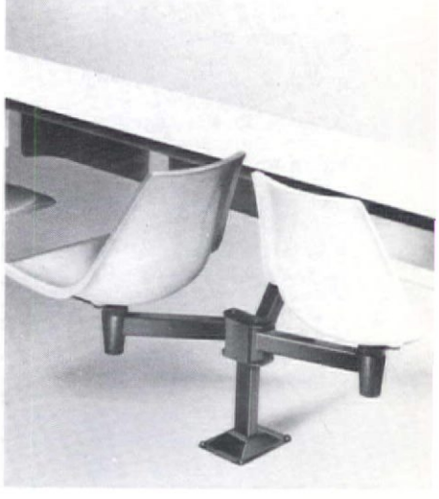


Peter Pepper Products, exclusive national distributor for System 8 landscape screens (right), will be introducing this shipable, storable, easy-to-dismantle system at NEOCON. Circle No. 248.



G. Baumgartner





Krueger's University Seating innovation (above) features self-return, swing-away fiber glass seats combined with heavy-duty welded steel frames, and solid core table tops. An optional modesty panel attaches in front of the unit, in matched fiber glass colors. Also at NEOCON will be Krueger's Centro pedestal base system and its Aries series pneumatic stools. Circle No. 250.

Cosco Business Furniture's showroom will house an upholstered contour side chair (below), part of its Contemporary 60 Series, which will be introduced at NEOCON. Circle No. 246.



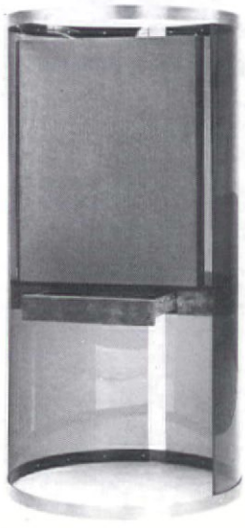
InterRoyal Corp.'s fixed-back, swivel 401 armchair (below) will be at NEOCON, along with the rest of its 400 and 2600 office chair lines. Also featured in InterRoyal's space will be its Space Geography open office systems. Circle No. 251.



Harter Corp. will be featuring this high-back desk armchair (below), one of the 2500 Series. The series was cited for outstanding design by IBD, and consists of tri-sectional cushioning in seat and back, allowing each section to react independently. Harter is also introducing a sling tablet armchair at NEOCON, constructed of steel rod. Circle No. 249.



Drexel Office Furniture's Communications Capsule (below), is from its new Chairman VII group. Unit measures 6 feet by 36-in. diameter. Circle No. 265.



neocon floor 11

Telephone console is part of line

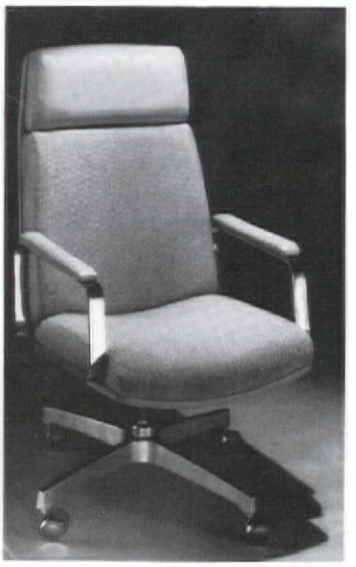
Free-standing telephone console (right) is part of designer Warren Platner's new executive office furniture for Knoll International, Inc. The line includes interchangeable units comprised of desks, conference tables, credenzas, storage units and shelving, and supplementary lighting. Oak, leather, and polished chrome are basic; other materials available. Circle No. 255.



H. M. Michael

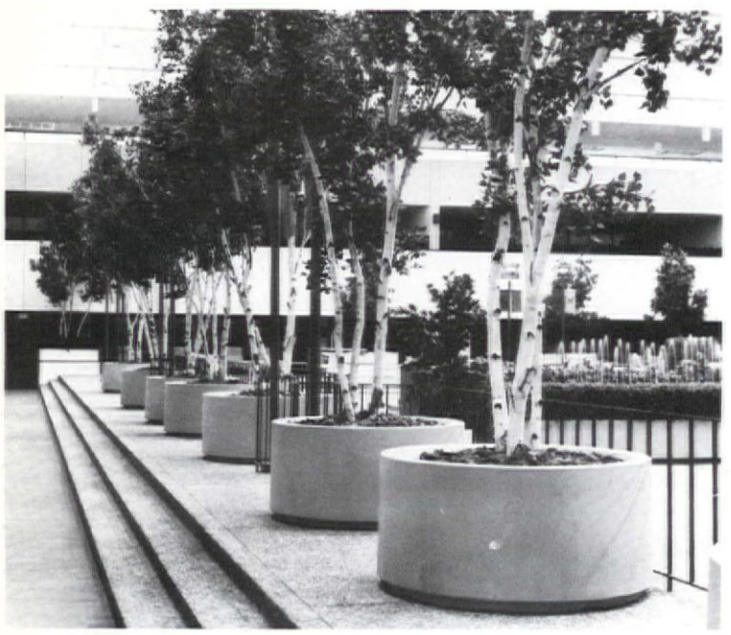


W. Platner



Chromcraft's Image series executive chairs, introduced last summer at NEOCON 4, are now available with a posture-back (right), and optional open or closed arms. H. Martin Michael, Sales Mgr., Contract Furniture Div., will be showing the complete line of Image correlated office seating. Circle No. 252.

Pouliot Designs, offering permanent plants and fiber glass planters, such as 17-ft. birch clumps in 48-in. diameter planters (below), will be at NEOCON with its line of architectural planters and accessories. Circle No. 253.





Nemschoff Chairs, Inc., is introducing its Intra.Loc seating design (right). The Intra.Loc chair, foam upholstered with an oak frame that serves to lock with other elements to form armchairs, sofas, or settees, can be attached to matching tables at arm or seat height to create corner or wall groupings and open landscape arrangements. Circle No. 254.



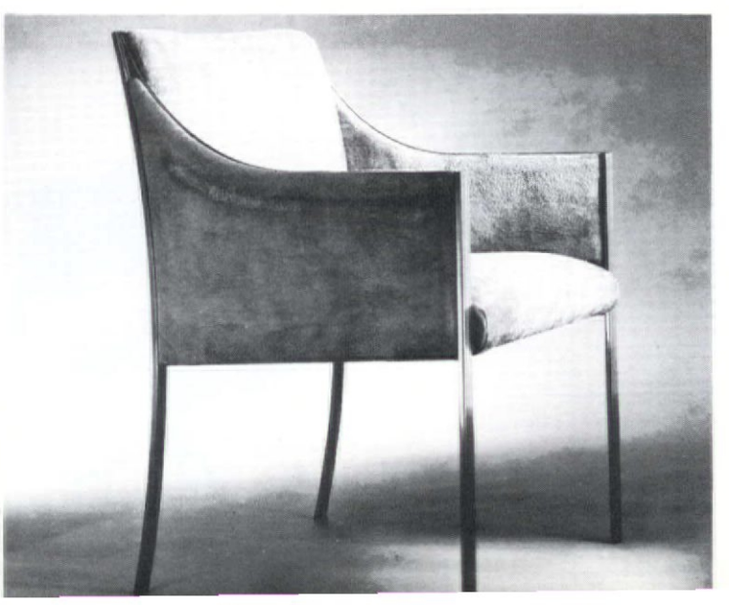


Steelcase has added a managerial posture-tilt chair to its 451 Series of contemporary chairs. 451-111 (left) feature a back-to-seat tilt ratio of 2½ to 1, accomplished by a double-action tilt iron. Circle No. 256.



Empire State Chair Co., Inc., manufacturer and designer of chairs, tables, and furniture for hotels, restaurants, and institutions, is offering this side armchair (left), 20 inches wide by 20½ inches deep, at NEOCON. Circle No. 257.

Robert Hunter, VP, Jens Risom Design, Inc., will be at NEOCON with this Charles Gibilterra pull-up chair, shown (below) in buckskin and bronze, with stainless steel. Circle No. 210.



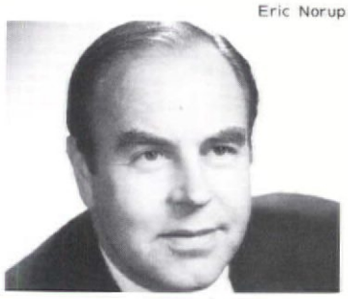
neocon

CONTRACT 10 PLANS TREND-SETTING NEW FURNITURE

EXHIBITOR	SPACE
Brickel	1015
Directional	1000
Eppinger	1012
Fritz Hansen	1011
Helikon	1008
ICF, Inc.	1010
Edward Axel Roffman	1014



Fritz Hansen rounds out Verner Panton's wire furniture with a host of new pieces being imported for first U.S. showing during NEOCON. Initial parts of the wire collection introduced last year were widely acclaimed. Hansen is also emphasizing a palette of new bright colors for its laminated chairs. A full range of colors will be displayed, transforming the showroom (left) into a "symphony of color," says Eric Norup, President. They'll create a vivid, lively setting. Circle No. 258.



Eric Norup



floor contract 10

Walnut, smoothly finished with linseed oil or lacquer, was designed by Edward Axel Roffman, President of Edward Axel Roffman Associates. The desk, from the new R-500 Series, has a recessed front panel for conference-type meetings and comes in two sizes: 60 by 30 in. and 66 by 36 in., both 29 in. high. Sturdy construction features will be pointed out by Roffman and Exec VP Brigitte Milz, along with Mary E. Cruse and Dixie Gilmore of the Chicago Office. Circle No. 259.



Brigitte Milz
Edward Axel Roffman

neocon floor contract 10

Elegance combines with high quality



Exposed wood frame in Brickel's Bankers Series, designed by Ward Bennett, softly accents the sweeping silhouette that shapes side chair, swivel chair, and sofa (left). The wood is cherry lacquer, with choice of equally rich oil cherry, black oil, black lacquer, and sable lacquer. Judith Eibler, showroom manager, and reps Ray Dalton and Donal Mulligan, along with Estelle D. Brickel, President, Steve Brickel, Executive VP, and Peter Maggi, VP, introduce these and other Bennett designs. Circle No. 260.

Steve, Estelle Brickel; J. Maggi



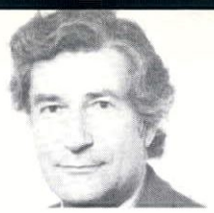




J. Eppinger, Sr.



Eppinger's TRM work station and Steel Equipment's landscape systems will be featured in addition to a "floating cube" desk designed by Donald E. McDaniel. TRM (above left), designed by associated Space Design for McDonald's HQ offices, offers many options, including high and low acoustically insulated units with built-in storage and lighting. Eppinger represents the Toronto firm of Steel Equipment, whose Performance Group (above) draws upon four components — desk, carrels, storage units, and screens — to provide all basic needs. The flexibility and options available in the two systems will be explained by Jim Eppinger, Sr., and by Jim, Jr., and Bob Eppinger, from the main showroom office in New York. Thomas Duggan is Chicago showroom manager. Circle No. 261.



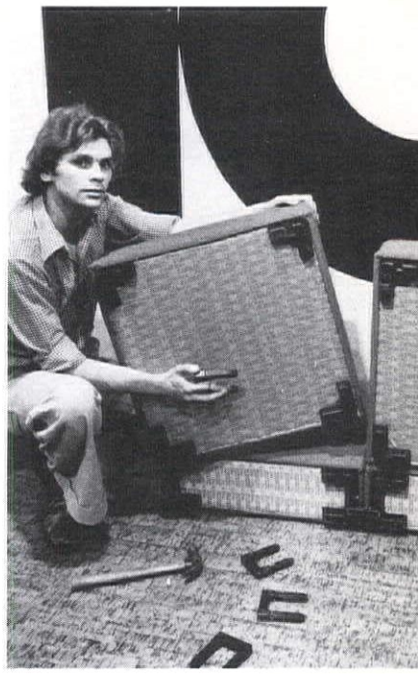
Sam Friedman



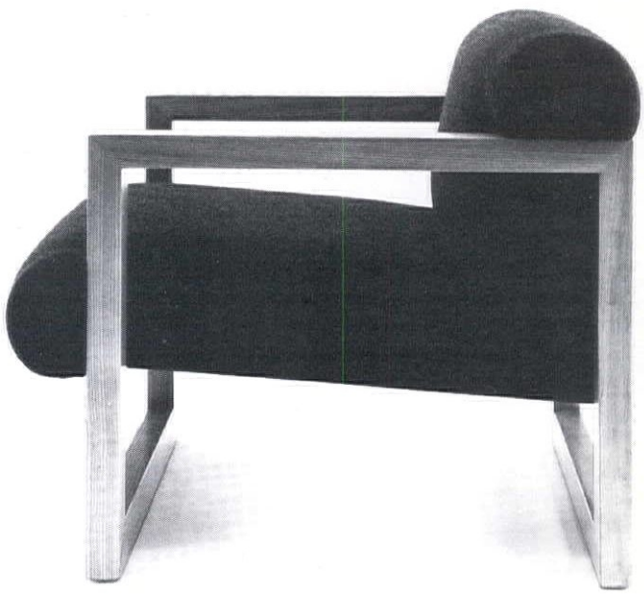
Pat Hoffman

ICF calls Modulo 60 the world's most flexible seating system, since only three basic pieces—arms, backs, seats—combine to make up sofas and chairs, with or without arms, and arranged in any manner to suit mood or space. Modulo 60, by Eleanore Peduzzi Riva, obviates the inflexibility of ordering, say, a right-arm unit that severely limits change, points out Pat Hoffman, VP/design at ICF. What makes this possible is a patented invention of connectors that resemble giant-size staples. Of nylon-coated steel, the connectors are inserted into deep holes in the black plastic feet on the bottom corners of every arm, seat, back. Ms. Hoffman explains that "designers are getting away from object interiors, which are little more than streamlined versions of 18th Century rooms." She and Sam Friedman, ICF President, will further elaborate on environments vs. objects during NEOCON, at the Mart showroom. Circle No. 262.











Fred Seeman

Helikon heightens the elegance of stainless steel in a new table to be introduced during NEOCON and created by Helikon's Executive VP/designer Robert Benham Becker. Complementing the gleaming tubular base, the highly grained oak top is self-edged. The same detail is deftly applied to the other numerous woods that are available in this and other conference/dining sizes, explains Fred Seeman, Helikon President. Circle No. 263.

Directional gives top billing to solid ash in Compendium, a new series of institutional seating, tables, ottomans, and benches, designed by Stuart John Gilbert. While in Chicago for NEOCON, stop by the showroom and meet Directional's newly appointed Contract Sales Director, Jerry Victor, from the New York office. Along with Compendium, he'll unveil a yet-unphotographed new desk series designed by Paul Evans. Circle No. 264.



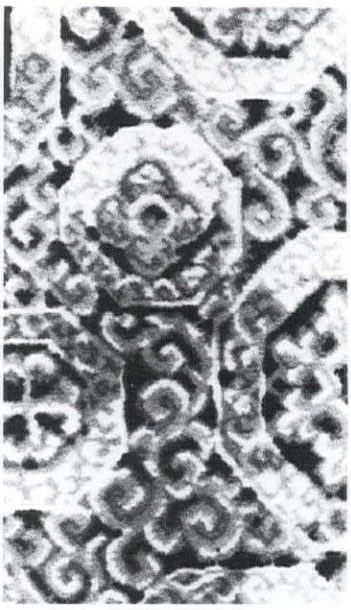
Jerry Victor

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Babylon, from Venture Carpets (right), is just a sample of the diverse textures and patterns on display at NEOCON. Circle No. 166.



Available in three colorations, Sagittarius, from E. T. Barwick Mills (below), is a color set cut pile quality tufted of Allied Chemical's Anso-X. Circle No. 168.

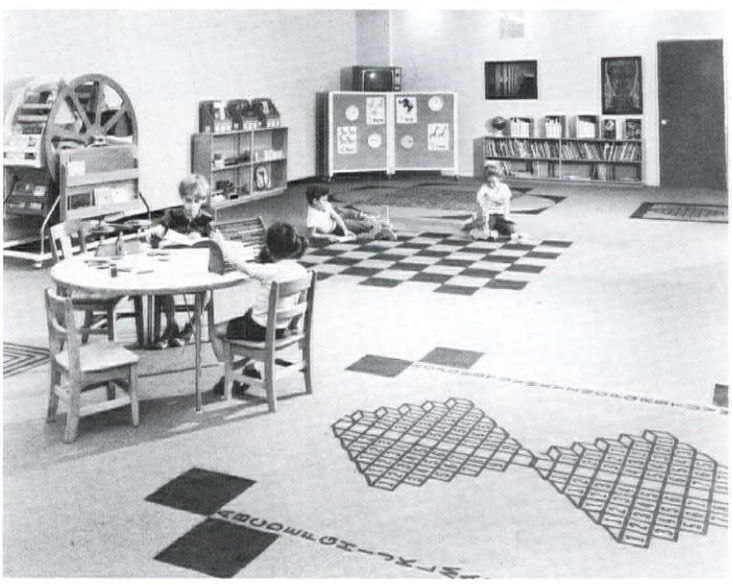


LEARNING AID TO BE SHOWN

EXHIBITOR	SPACE
Aladdin Mills, Inc., Broadloom Div.	10-144
Allied Chemical Corp., Fibres Div.	10-168
American Enka Corp	1055
Arcadia Carpet Mills	10-108
E.T. Barwick Mills, Inc.	10-132
Burlington Industries, Inc.	1045
Carpets from London, Ltd.	10-102
Charter Carpet Corp.	10-112
Collins & Aikman Contract Div.	10-151
Columbus Mills, Inc.	1035
Commander Carpet Mills, Inc.	10-103
Concept Industries, Inc.	10-125
J.J. Corrado, Inc.	1079
Crusader Carpets	1085
Customills	10-146
D & M Carpets, Inc.	1050-I
Davis Carpet Mills, Inc.	1043
E.I. DuPont de Nemours & Co.	1097
Esquire Carpet Mills	10-152
Fairmont Corp.	1049
Falcon Carpet Mills, Inc.	1039
Fieldcrest Mills, Inc.	10-120
Galaxy Carpet Mills, Inc.	10-115
Heugatile Corp.	1044
James Carpet, Inc.	1042
Johns-Manville Carpet	1094
Lehigh Portland Cement Co.	1085
Lewis Carpet Mills, Inc.	10-104
Marnacraft Carpets Co.	10-114
Monsanto Textile Div.	10-156
Patcraft Mills, Inc.	1078
Regent Mills, Inc.	1084
Shaheen Carpet Mills, Inc.	1047
Springs Mills, Inc.-Carpet Div.	1057
Steel Equipment	1012
Stratton Industries, Inc.	1049-E
Textile Industries	10-114
Trans-Ocean Import Co., Inc.	1082
Trend Mills, Inc.	10-155
Universal Carpet Co.	10-142
West Point-Pepperell Inc.	10-139
Williams-East, Inc.	1049-C&D
Wool Bureau, Inc.	1088
World Carpets, Inc.	10-133

A new contract carpet from Monarch Carpet Mills, Cornucopia (below), is tufted of Anso-X, the first polymer-based anti-static yearn, and backed by a five-year guaranty. Circle No. 167.





KinderKarpet System, a new learning carpet developed jointly by Sears, Roebuck and Allied Chemical Corp. (left), is just one of the many patterns featured by Allied Chemical at NEOCON. Circle No. 169.

A complete Specifier Kit from Columbus Mills, Inc. (below) takes the guess work out of ordering contract carpet, with complete information for the specifier. Also featured at NEOCON will be Columba-loc, a new backing from Columbus Mills. Circle No. 170.



floor
10

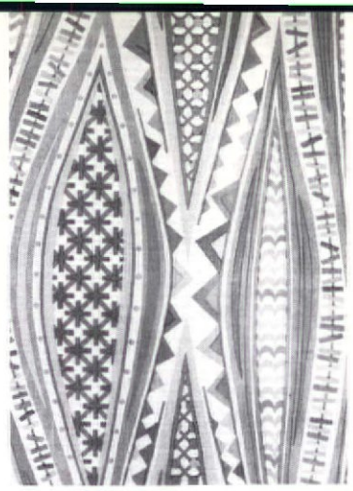
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NEW FABRIC INTRODUCTIONS

EXHIBITOR	SPACE
Baker Furnitre, Inc.	614
Barnard & Simonds Co.	6-187
Bergamo Fabrics, Inc.	6-117
Birge & Co., Inc.	6-134
Boris Kroll Fabrics, Inc.	626
Louis W. Bowen, Inc.	611
Kirk Brummel Wallpapers	6-136
Brunschwig & Fils, Inc.	6-168
Henry Calvin Fabrics	6-113
Carolina Forge	628
Henry Cassen	611
Chicago Fabric Co., Inc.	6-120
Croydon	6-118
Jack Denst Designs	6-117
Dunbar Div., General Interiors	633
Durawall, Inc.	6-140
Dylan Carpet, Inc.	6-127
Elenhank Designers, Inc.	6-117
Glenn of California	621
Greeff Fabrics, Inc.	6-125
Harmony Carpets	6-127
John R. Harris	6-158
S.M. Hexter Co.	6-119
Interior Crafts, Inc.	600
Katzenbach & Warren, Inc.	6-117
Bill Keliehor Designs, Inc.	6-117
Kittenger Co., Inc.	6-158
La France Fabrics	6-120
Phillip La Verne Collection	6-187
Jack Lenor Larsen, Inc.	6-140
Arthur H. Lee & Jofa, Inc.	6-140
Metropolitan Furniture Corp.	621
Herman Miller, Inc.	622
Herman Miller Textiles	622
Payne & Co.	6-171
Harvey Probber Associates, Inc.	638
Robert Allen Fabrics	6-146
Romwebber Co.	6-166
Sallee Carpet Looms	6-127
Scalamandre Silks, Inc.	610
Isabel Scott Fabrics Corp.	636
C.W. Stockwell Co., Inc.	6-136
Stroheim & Romann	6-148
John Stuart, Inc.	6-128
Richard E. Thibaut	620
J.H. Thorp & Co., Inc.	6-136
Tropi-Cal	6-187
V'Soske, Inc.	6-127
Albert Van Luit & Co.	6-154
Warner Co.	6-134
Webb Textiles, Inc.	6-136
Winfield Design Associates	6-117
Lee L. Woodard Sons, Inc.	628

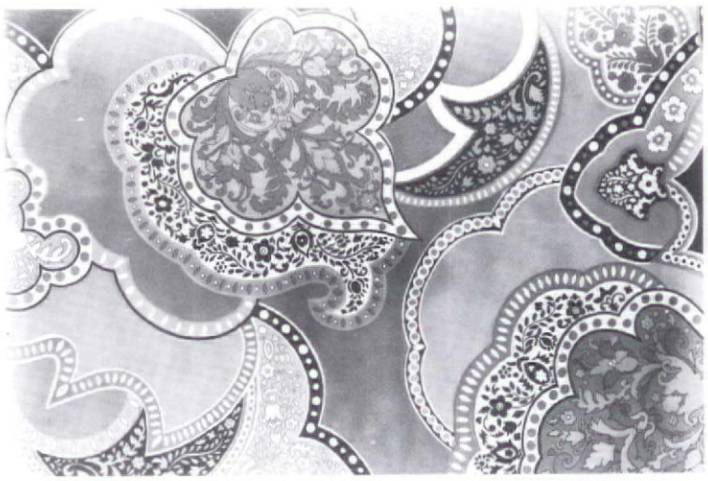
floor 6

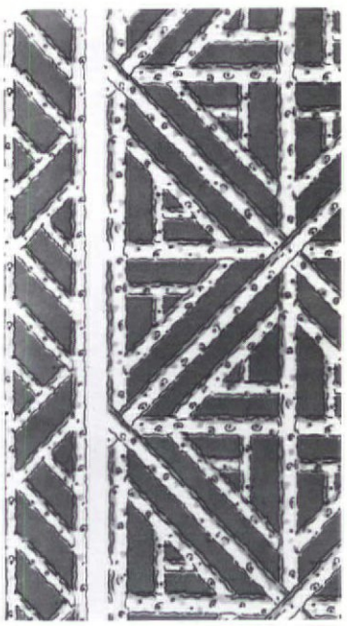
Stroheim & Romann will be at NEOCON with Scheherazade, a contemporary semigeometric, printed on 50-in. union cloth in four colorways. Circle No. 212.



Charles Tausch designed this wallpaper for Brunschwig & Fils, Inc., called Treillage Rustique, and scaled it for use as dados, panels, and other decorative and architectural details. Paul Coleman will manage the NEOCON showroom. Circle No. 216.

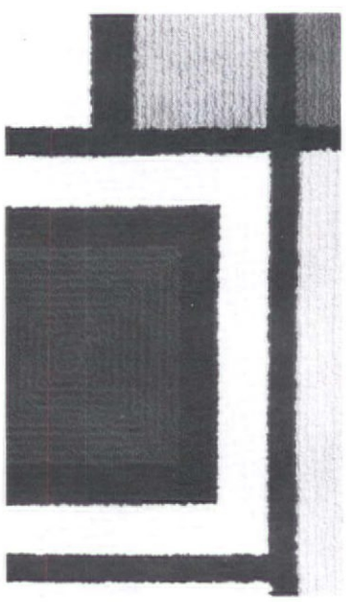
J. Josephson, Inc. presents Mata Hari from Ovations: Scene I, handprinted wallcoverings collection, at the Chicago show. Circle No. 217.





Focus (right), a hand-tufted, all-wool V'Soske rug designed by Roger McDonald, employs low loop and raised loop construction to achieve a three-dimensional look. Ivan Sanders will present this and other designs. Circle No. 207.







Boris Kroll's 1973 Designer's Collection, consisting of 31 textures and 163 stock colors, will be shown at Kroll's Chicago showroom (above), at The Merchandise Mart. Circle No. 214.

Wildmere (right), from S.M. Hexter Co., a hand printed design on cotton chintz with a permanent glaze, is 54 inches wide, and has a 30-in. repeat. Key personnel at NEOCON will be Tad McCary and showroom manager Betsy Davis. Circle No. 218.



neocon 6

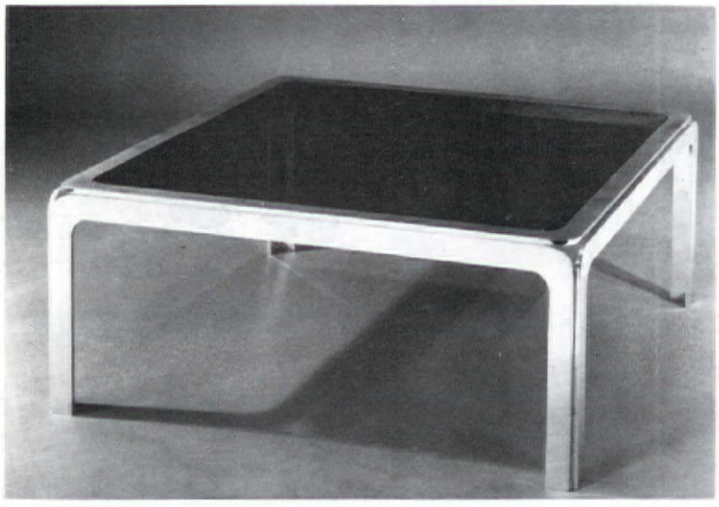
Button tufting in chair, sofa



V. Pitzi



John Stuart International, Inc., advises specifiers of hotel and industrial furniture to check out this brass, bronze, or chrome coffee table (below), with glass or smoked insert. Circle No. 213.





R.T. Lewis



C. Winnan

Herman Miller's Tubular Office Collection (above) by Peter Protzmann has been expanded to include a desk, credenza, and storage unit. The new designs will be shown at NEOCON by Victor Pitzi, Director of Sales, and other Herman Miller personnel. Circle No. 208.



Deco (left) from Isabel Scott, is a double woven jacquard design of 100 percent cotton from India. Robert T. Lewis and Cathy Winnan will show this design at the show in coordinated draperies, wallcoverings, upholstery, and similar uses. **Progressive Designs** will also be featuring their Monofacade at the same showroom. Circle No. 211.





D.J.J. Kempston



E. Applequist



J.A. Hoban

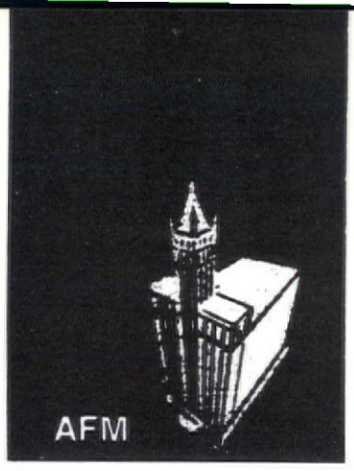
Jules Heumann's latest design for Metropolitan Furniture Corp. is the 395 Series of chairs and sofas (below). The design utilizes structural forms which both support the cushions and act as the arms for the upholstery series. Circle No. 219.



General Fireproofing will introduce button tufting on its line of Body Chairs, shown here on a new high-back executive model (above). GF's display will be staffed by David J.J. Kempston, VP Sales; Edward Applequist, Manager, Central Area; and James A. Hoban, Product Manager/Chairs. Circle No. 209.



Lee L. Woodard Sons, Inc., comes to NEOCON with wrought iron and synthetic rush seats in a traditional treatment of a pedestal table and casual chairs for outdoor use. Circle No. 215.



114 ADDITIONAL CONTRACT LINES AT AMERICAN FURNITURE MART

The American Furniture Mart has extended an invitation to contract buyers to shop its 114 permanent contract lines during the Mart's Contract Show, June 20-22.

According to Thomas J. Lyman, American Furniture Mart Vice President, "Contract buyers will not only find many old friends here, but also can locate many new sources, which will prove of interest to them—all under one roof."

Special services, which the American Furniture Mart will extend to contract buyers, will include a courtesy membership in its private Furniture Club of America, entitling the buyer to gourmet food and beverage service in the exclusive club overlooking Lake Michigan. Club privileges include the use of private rooms, should contract buyers wish to set up meetings during their visit.

Lyman also announced that the American Furniture Mart's Hotel/Motel Reservation Bureau is in operation for the Contract Show.

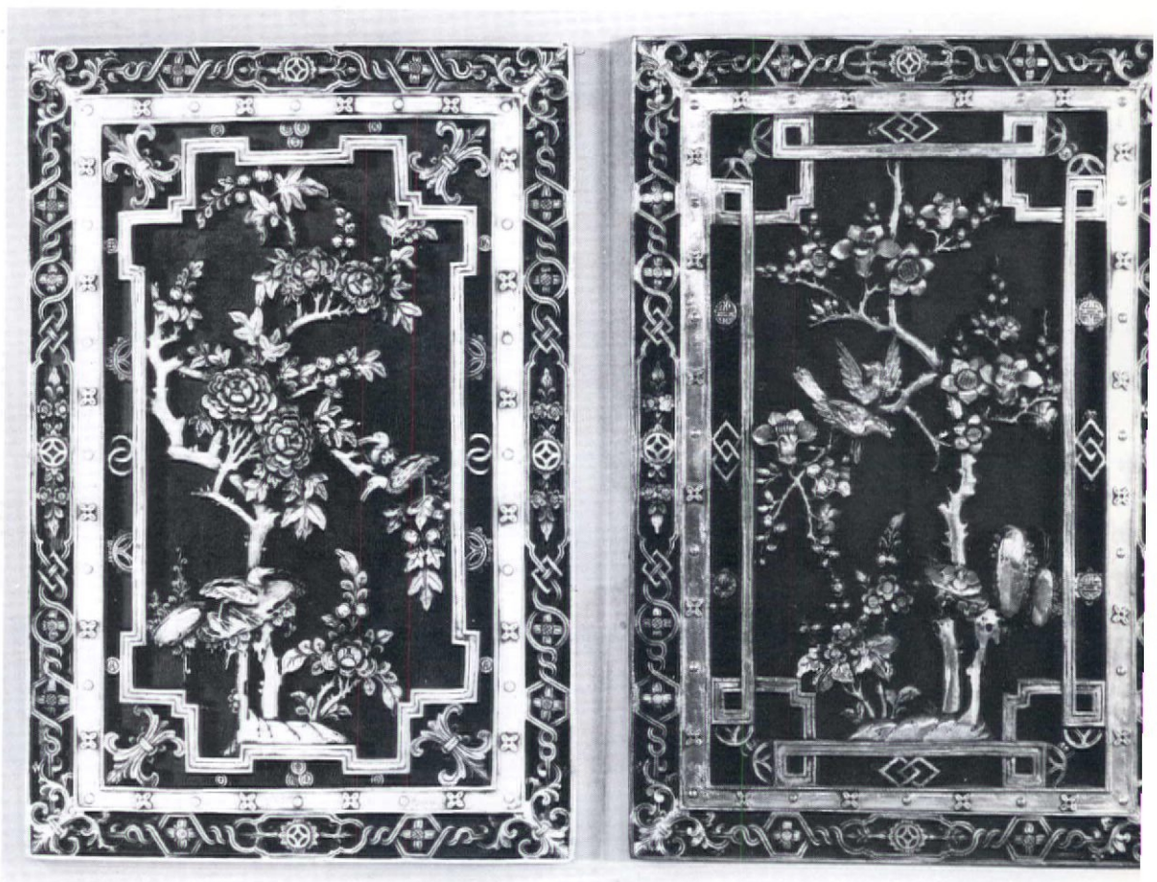
"Thousands of new hotel rooms are being added to those already in existence in Chicago, to provide a broad range of styles and rates to fit every pocketbook," Lyman said. "Many of these hotels, both old and new, are within a few minutes of the American Furniture Mart's Near North Location, via our courtesy shuttle buses, which will be in operation for our Contract Show, June 20-22. Buyers who require hotel rooms are urged to call our Bureau collect at 312/787-4112 as soon as possible."

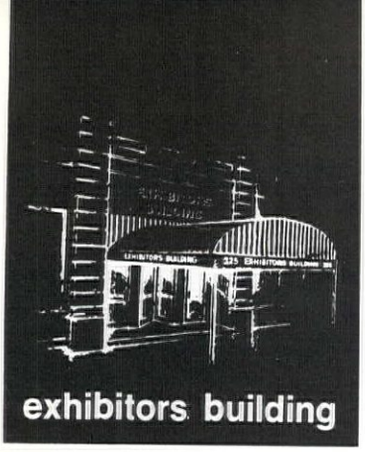


Thomas J. Lyman,
VP, American Furniture Mart.

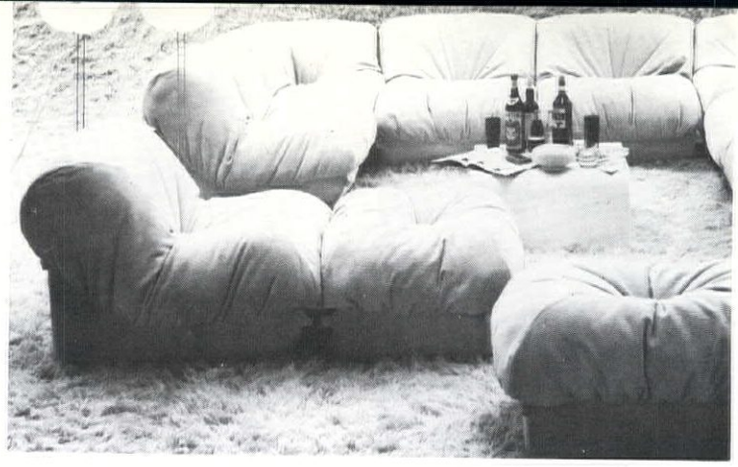
Finesse Originals has added these dimensionally carved Oriental designs to its line. These antique bone (left) and Spanish gold (right) finished screens will be on display at NEOCON. Circle No. 278.

■ **Vanguard Studios has expanded space** at American Furniture Mart to include Spaces 1116 and 1117-18, and has also added framed lithograph prints to its new decorative art line. Circle No. 279.





MORE LINES IN CONTEMPORARY ACROSS STREET



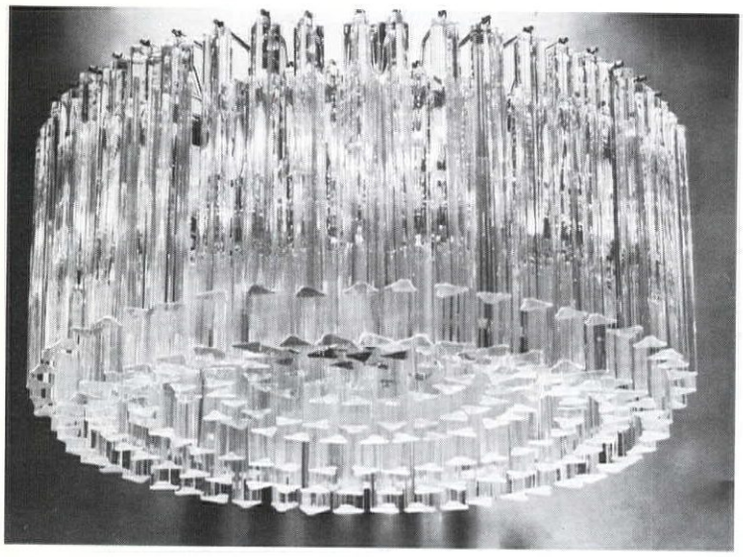
Airborne's Patate group, consisting of chair, corner unit, and pouf, (right), will be on display in the Exhibitors Building. Circle No. 268. S&J Marketing represents Airborne, as well as Paul Arno, Behr International, Edwin Buzan, Hanseatic Furniture, Harry Lunstead Designs, Casa de Onyx, Tsao Designs, and Woodbury Furniture Co.



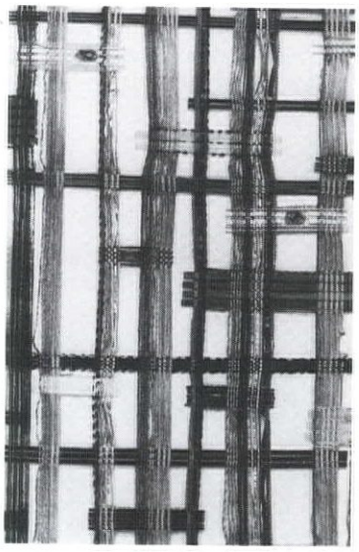
Business furniture in textured steel from Meridian Inc. includes credenzas, desks (right), and files. Called M-Tex, it is covered in six design-oriented plastic laminate colors, and will be shown at the Meridian showroom in the Exhibitors Building, 325 N. Wells St., Chicago. Circle No. 266.



Collectors' Showroom, a gallery featuring original art forms in all media for designers, architects, and industrial collectors, will feature this heavy impasto collage (above) by Edward Jaunsem. Circle No. 269.



Design Galleries, Inc. will be showing this Camer Glass chandelier as one of the highlights of its current presentation, along with the products of several other firms which it represents. Circle No. 267

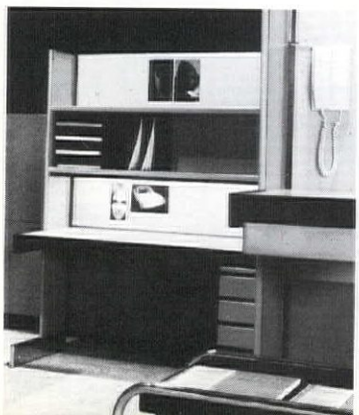


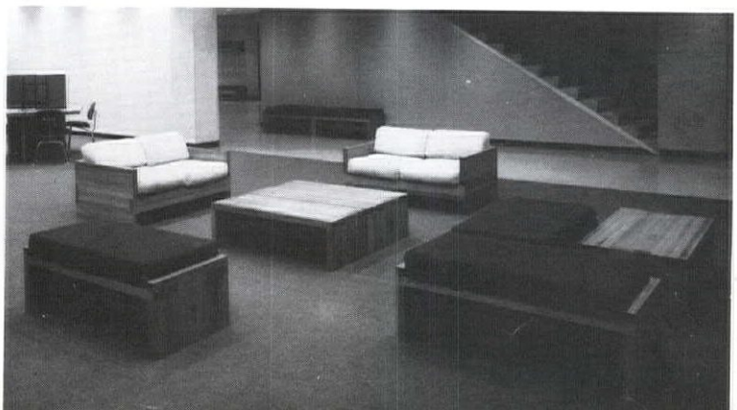
Richard W. Muller, custom fabrics and furniture, will feature Counterpoint (left), a handwoven wall hanging. Circle No. 270.



Della Starr Associates Ltd. showroom has Consolidated Burris International's Olympia, soft chair and ottoman molded in flexible urethane (left). Circle No. 271. Mrs. Starr also represents Carnegie Wall Fabric Corp.; Rondo-Antel Fabric Corp.; Zafero Studios; Campbell Custom Contract, Inc.; Protect-A-Book; Parsons, Inc.; Ralph Fleishmann, Inc.; Tropicraft of San Francisco; and Madision-Stratford, American Div., at the Exhibitors Building.

Sunar Ltd. shows a series of work stations that are similar in dimensions, yet each station serves a completely different function. Each station combines components from Sunar's Pas panel system and the S-system. Circle No. 273.





Sauder Mfg. Co. has opened a showroom at the Exhibitors Building in time for NEOCON. Its butcher block furniture shown in an installation (left) at Lakeland Community College, Ohio, will be prominently displayed. Circle No. 272.



CANADIANS SHOW AT CHICAGO EMBASSY

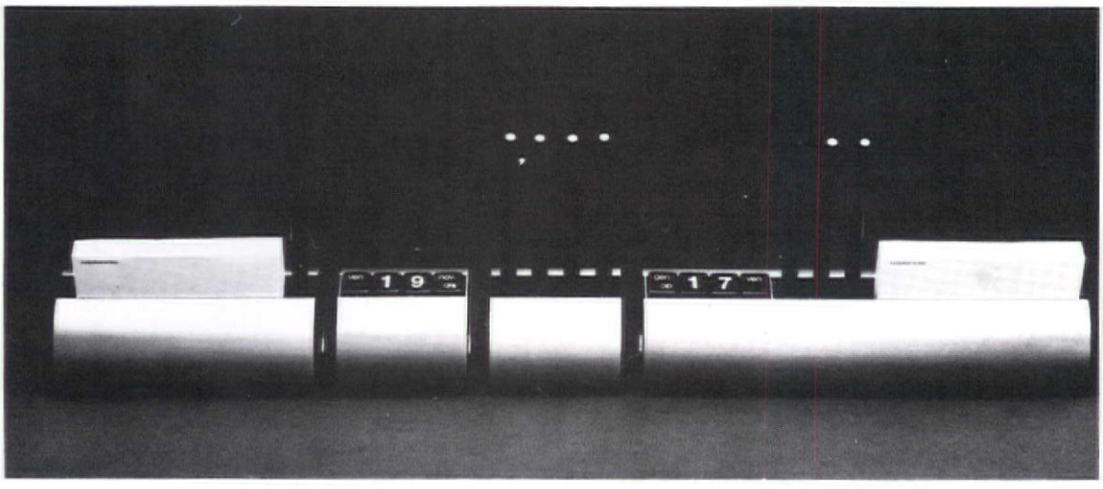


Metco's chrome-and-glass table, and chrome-frame seats with vinyl upholstery and cane back (above), will be shown at P. Jackson Hirsch, 1400 Charing Cross Rd., Deerfield, Ill. Circle No. 274.



Office Suites, Inc. (OSI), will offer this desk (left), with mirror finish stainless steel base flush to the floor, at its showroom, 359 N. Wells St., Chicago. Circle No. 275.

Atelier International (AI), 233 E. Ontario St., Chicago, will spotlight the Norex System (left), a complete line of desk accessories. Circle No. 277.



Ste. Marie & Laurent's sling chair (right), will be shown at the Canadian Consulate, 310 S. Michigan St., Chicago, along with other Canadian lines. Circle No. 276.



TIGHT CONTROL AT RICHMOND MANHOFF MARSH PROMOTES BETTER PLANNING AND DESIGN

Young, aggressive, and growing Chicago design firm concentrates on getting jobs done right, on budget, and on time

The road to a designer's hell, where complaining and soured clients live, is also paved with good intentions. To prevent arrival at that unwanted destination requires two things: operational efficiency and design talent. These enable good intentions to become reality.

While Richmond Manhoff Marsh, Inc., Chicago space planning and interior design firm, has both in abundance, its towering strength is its operational efficiency.

In effect, the final delivery of a good design is only one part, albeit an important one, of the total design effort. Keeping within budget, meeting deadlines, and preventing costly surprises keep RMM clients happy enough to enjoy their newly designed environments. A slip in any one of those areas can leave the client with smoldering resentment that diminishes the importance of the most creative effort. When that happens, simply add the prefix "ex" to client.

Personal involvement of partners

There is, of course, specialization of function among the six operating partners of this relatively young, but successful firm. But more important is the philosophy of providing personal involvement on each project. Consequently, what started as a three-partner operation in May of 1968 is now 28 experienced designers and architects, including three more partners.

The heart of the operation is the involvement and control of a project by both partners and staff. Partner Burt M. Richmond, President, devotes most of his time to new business development; Vice Presidents William Norman Manhoff, administration; Richard Marsh, special projects; Robert Hopkin, design; Eugene Marzelli, Jr., technical; and Peter M. Cohen, planning.

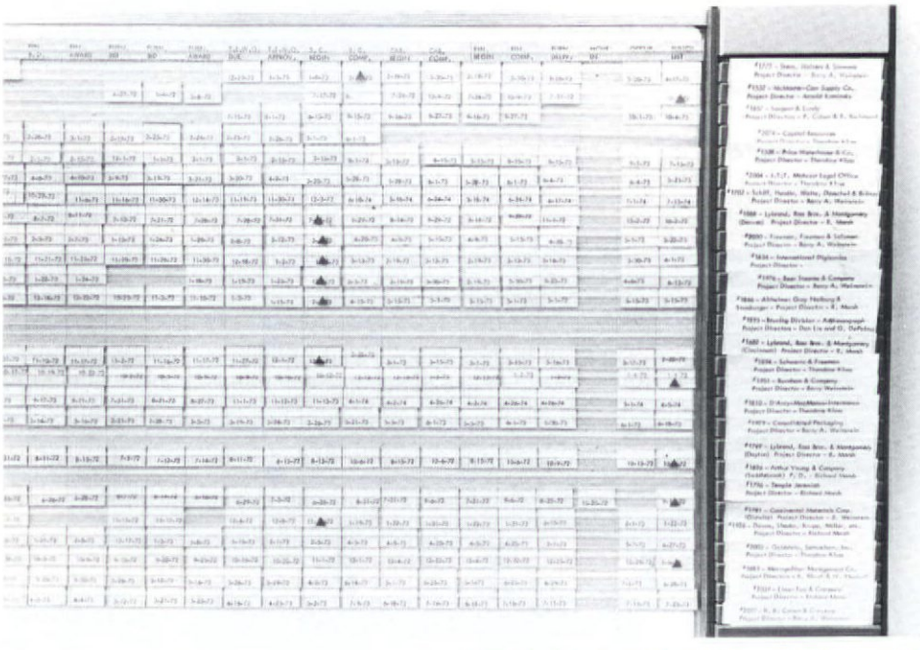
Here is how a typical project is managed: When a contract is signed, a project director is assigned, who will guide it to a successful completion, from beginning to end. He, according to Manhoff, is the nucleus about which the entire project revolves. The project director transfers various stages of a job to each department, watching its progress carefully and prodding where necessary.

Master schedule maintained

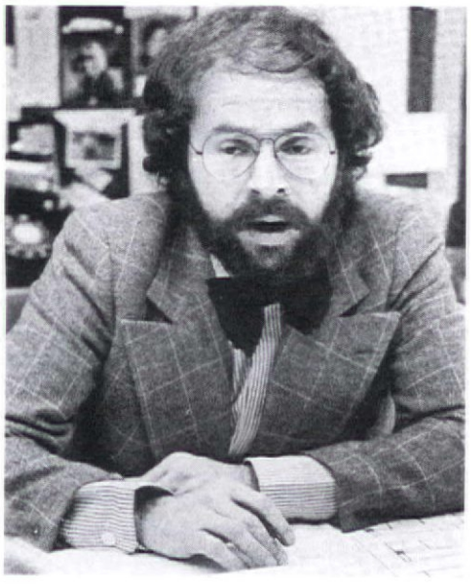
Each project director reports to Manhoff, who maintains a master project schedule in his office, constantly cross checking on possible conflicts of function and performance within the company.

Weekly meetings of project directors and





Burt M. Richmond, President (top photo), and Vice Presidents William Norman Manhoff (opposite, top left), and Richard Marsh (opposite, seated left, top right), maintain a close scrutiny of each project undertaken by Richmond Manhoff Marsh, Inc., through a master project schedule (above), which enables them to cross check on possible conflicts of function and performance within the company. Weekly meetings with project directors and work-flow charts (right) follow the job's progress from the planning stages and presentations to clients (opposite, top right), through space planning (opposite, lower right), and through to the finished product, examples of which are featured on the following pages.





RMM OPERATING PRACTICE

RMM OPERATING PRACTICES & POLICIES

Issue Date (Revised Issue Date)

Project Name
Project Address
Project Number
Project Director Name

SCHEDULE PROJECTION

Description	Date	(Revised Date)
1. Begin Project		
2. Space Study		
a. Begin		
b. Presentation		
c. Approval		
3. Design Orientation Meeting		
4. Inventory		
a. Begin		
b. Complete		
5. Field Check		
a. Begin		
b. Complete		
6. Preliminary Budget		
a. Begin		
b. Presentation		
c. Approval		
7. Design		
a. Begin		
b. Presentation		
c. Approval		
8. Design Budget		
a. Begin		
b. Presentati		
c. Approval		
9. Basic Worki		
a. Begin		
b. Preser		
c. Appr		
d. Issu		
e. Issu		
10. Cabin Work		
a.		
b.		
c.		
d.		
e.		
11.		
14. Move In		
a. New F Begin		
b. New Comp		
c. Exis Furn		
d. Exi Fu		
e. Cl		

Number OP 101

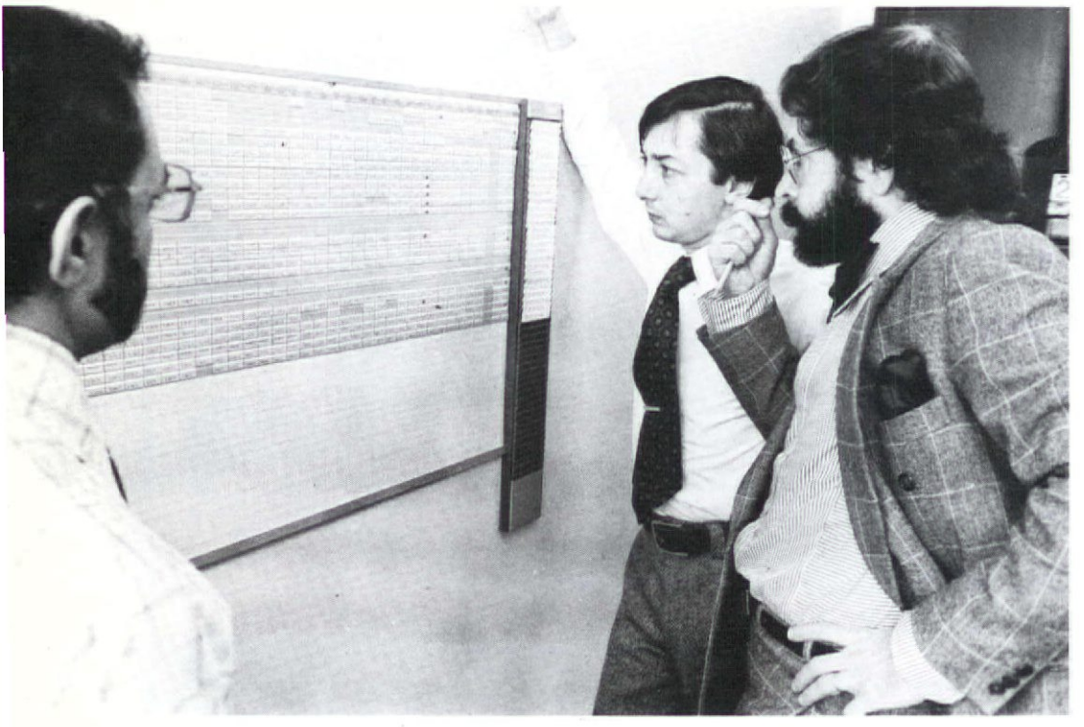
Date Issued 4/1/72

Supersedes/Dated

Page 1 of 3



Marry functional and esthetic aspects from the start





Boards play an important part at RMM. Eugene Marzelli, Robert Hopkin, and William Manhoff (l. to r., top photo) survey the progress of jobs under contract at the master project schedule board. Jerome Eastman (right, photo above) points out a detail on the presentation board to a client, as Barry Weinstein (left) studies another aspect of the job.

Manhoff are par for the course, but they take place informally and with greater frequency throughout the work week. Minutes of the weekly meetings are distributed to partners and project directors after each meeting, not only serving as legal documents, but also telling each department what it has to do to stay on schedule and when.

Cross check on planning

This provides the project director with a cross check against his own planning and scheduling, after which he may issue a "Request for Work" order to Manhoff (central operation planning) to initiate design, specification, or any other function needed to keep the project on track.

All correspondence is circulated among the partners, so that each is constantly up on what is happening, possible hangups or delays, and progress in general.

After the contract is signed, the next step is resolution of the space layout.

Manhoff makes one distinguishing remark. "Our approach to space planning is different. Most design companies start with planning, not esthetics. We start with esthetics as part of a strong space plan. We plan conceptually right from the beginning; go to great lengths not to violate the architectural design. And then we attempt to plan all similar elements identically.

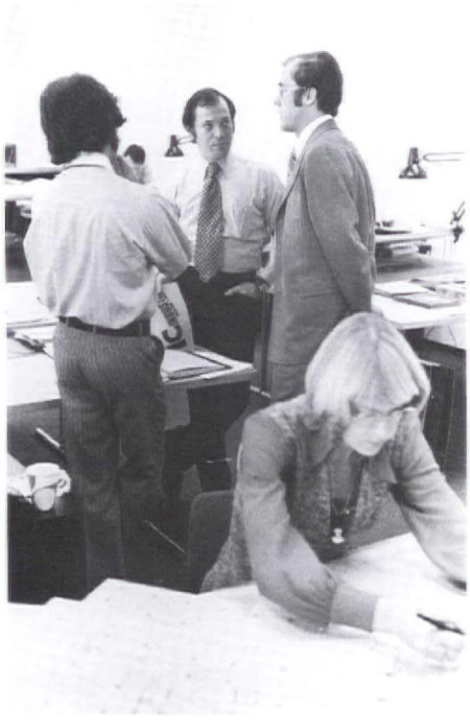
"In effect, we marry the functional and esthetic aspects of the project at the beginning. When we achieve the best combination, we then apply it uniformly to everybody at a given level.

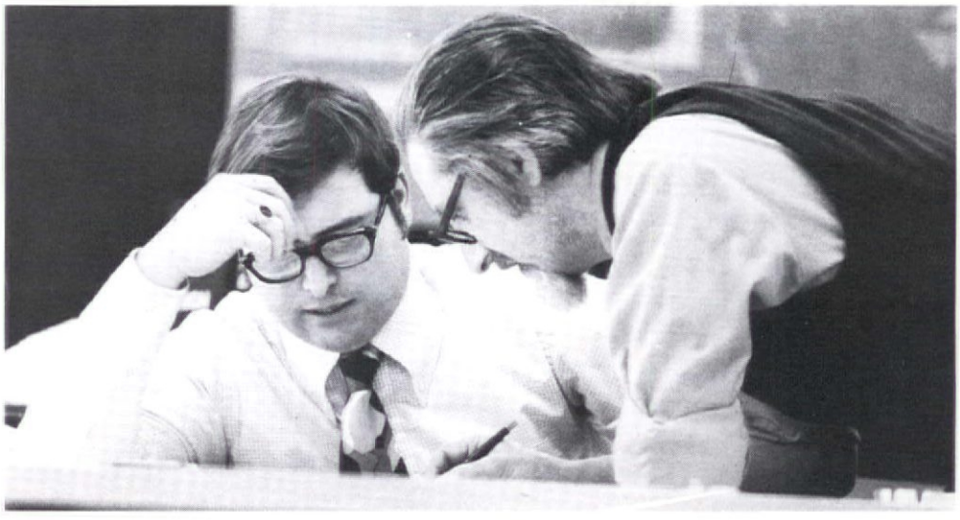
"We feel that we do the best planning in the design business that way. Not only that, but it is hard to keep good people when a project comes to the designer with problems created by planning first and designing afterwards. When that happens, the designer has to work against a problem that is pre-existent."

Give-away problem

In working up the space layout, RMM works with the building's owners as a professional. An ex-New Yorker, Manhoff takes a crack at the New York design scheme with this comment: "We get paid for what New York designers scratch to give away."

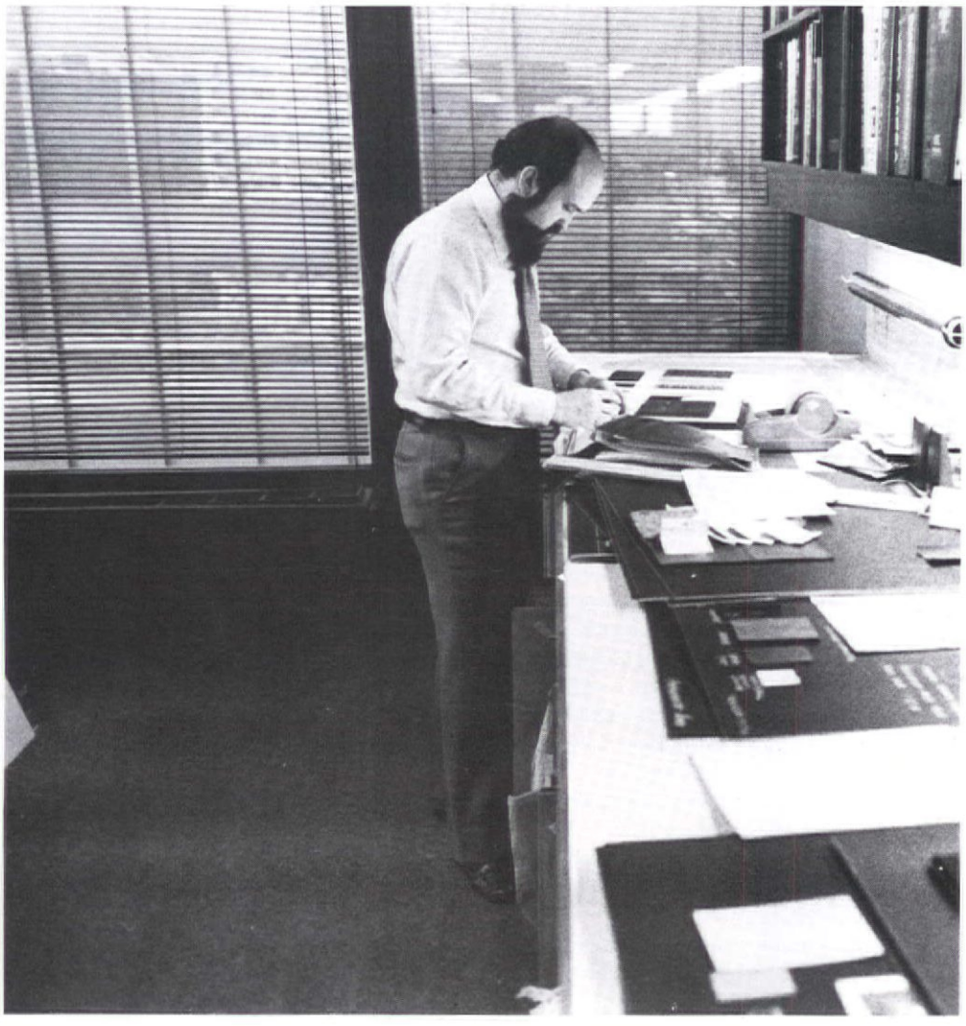
A space study is then made and an analysis report of needs developed. Once the space study is approved, the project director is introduced to the client to assure that the promises made by the salesman (one of the partners) are implemented, rather than forgotten, as happens in many





A day in the life: Bill Wittkamper and Richmond talk to a client (left, l. to r.) as Kenmere Davidson (seated) pores over a job; Florenzo von Berger (l., above) and Sascha Illich consult; Manhoff talks to clients (right); and Jerome Eastman (below) prepares a project in solitude. Coordination of various job aspects is the focus of RMM's success.





Design from practice, not theory

design organizations, according to Manhoff. An orientation design meeting is held to define both the functional and esthetic needs of the project.

"Upon approval, we go into a total refinement of the design and projection of the furniture, furnishings, lighting — everything." A design presentation is then made.

"The project director functions as liaison, working to relate the design budget to the presentation."

Let dealer do his thing

If the presentation is approved, RMM then goes into specifications and construction documents, bidding, awarding, supervising, and coordinating the timing.

Manhoff points out a unique policy of the company. He says, "It is absurd for us to do what the dealer should do. We do not order or price furniture and equipment. Ours is not the expediting function for for furniture delivery—that is the job of the dealer. That is where he earns his money."

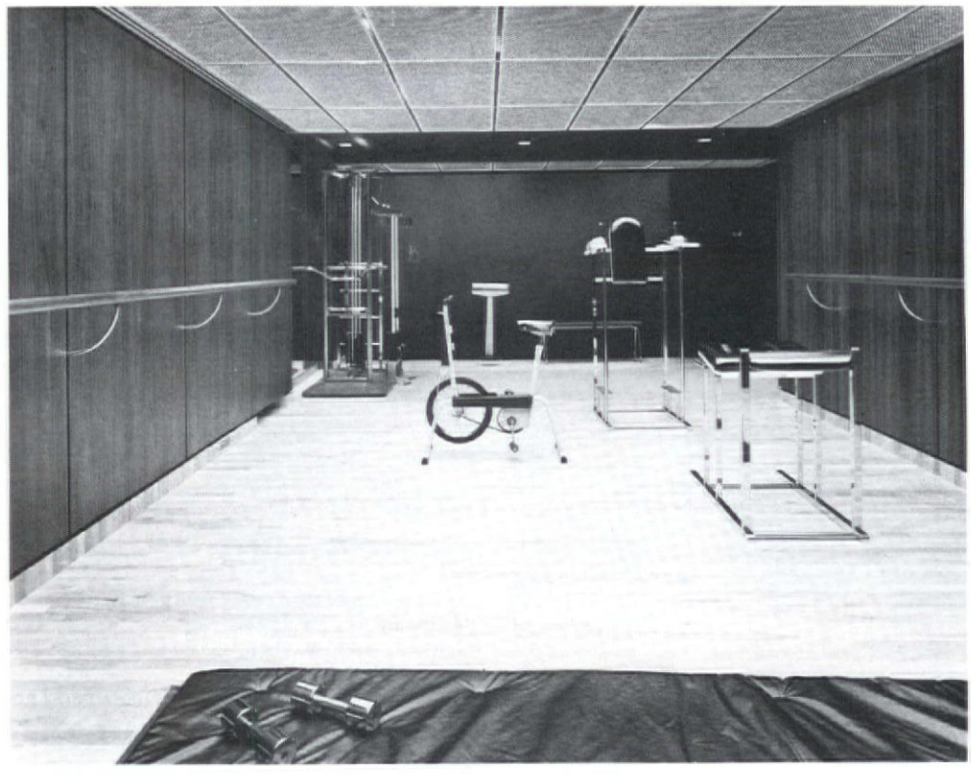
In the elaborate space planning schedule on Manhoff's wall is a receptacle that holds numbered cards relating to each job. As questions arise on any job, a memo is written on the numbered card for review both at the weekly meetings and with project captains.

RMM's list of clients includes several Fortune 500 companies. Included in the client list are such projects as the Playboy Mansion bowling alley and exercise room gymnasium, graphics for the 10th floor and stairwell of the Merchandise Mart, Arthur Young & Company offices, and others.

"We are down on ourselves," says Manhoff. "Since we are doing important projects for important companies, we could sit back and glow in glory. So we ride ourselves unmercifully in our commitment to good design."

Early in the firm's career, its design philosophy and reputation led to offers of acquisition. Initially, the partners were impressed with an offer in the hundreds of thousands of dollars. Today, several offers over one million dollars have been rejected by the company with equanimity, although the company apparently has not discouraged being pursued by such companies as Boise Cascade.

The commitment to good design extends to the field of education. Having started at SLS in New York, Manhoff always harbored a desire to teach design. When he moved to Chicago, he taught at Chicago Academy of Fine Arts, subsequently leaving to teach at Harrington Institute, where he has been for four years.



As head of design at that institution, he has developed a truly professional program geared to commercial design. The three-year curriculum turns out trained people who are hired by most design offices in Chicago, according to Manhoff.

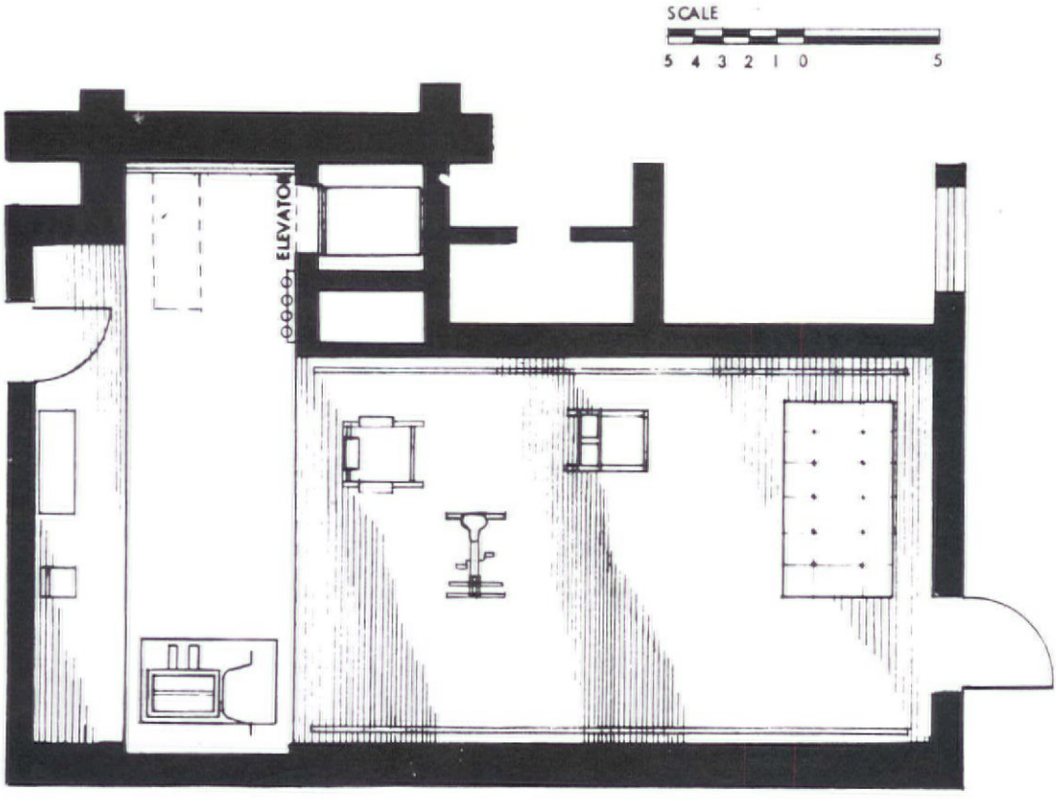
As Director of Education, Manhoff teaches first semester design. He says that the curriculum has evolved out of application of practicing philosophy, rather than theoretical concepts.

An idea of the analytical capability of the company's management is Manhoff's approach to establishing educational curricula at the University of Illinois Circle Campus. He discovered that teaching an interior design course to architects in the senior year proved to be a useless endeavor; that a switch to a course in interior design in the freshman year proved to be much more productive. This sequence is giving future architects a better understanding of interior design and an ability to work more closely with the interior designer.

There are about 28 jobs in the RMM house at any one time, each progressing at their scheduled rate of progress, each based on the company's basic philosophy. That is, get the job right, on budget, on time, using good management systems within, and coming up with esthetically pleasing and important designs. ■



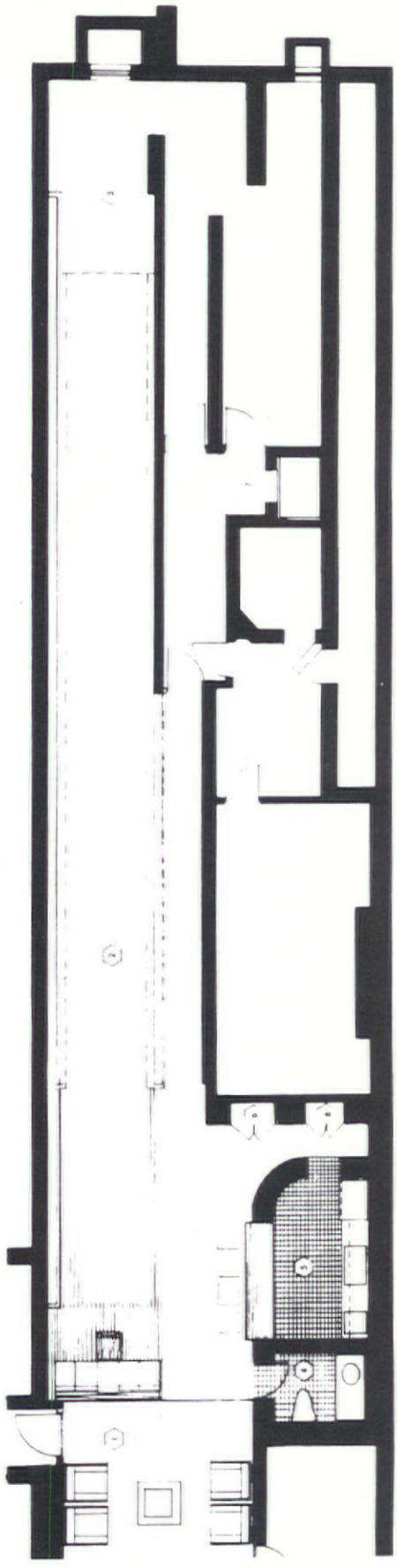
Executive secretary corridor (above) at Arthur Young & Co., Chicago, allows for communication between employees. Grillwork (right, facing page) at the Van Straaten Gallery, Chicago, is employed to convey a feeling of spaciousness in a well-defined, limited wall-space area.





Work done by Richmond Manhoff Marsh for Playboy Mansion in Chicago included an exercise room (facing page; floor plan above) and a bowling alley (left; floor plan right). Both designs highlight RMM's capacity for turning limited space into functional, pleasing environments.





R.M.M. RESIDENCE
BOWLING ALLEY
1336-1340 NORTH STATE PARKWAY
CHICAGO, ILLINOIS

LEGEND

1. LOUNGE AREA
2. BOWLING ALLEY
3. MECHANICAL
4. TOILET
5. BAR/KITCHEN
6. STORAGE
7. ELEVATOR

FEDERAL FIRE REGS DUE FOR FURNITURE; CONTRACT JOBS COVERED BY TIGHT LOCAL CODES; SMOKE/TOXIC GAS REGS POSSIBLE

Recent FTC hearings on fire hazards in furniture construction have revealed complex problem; initial FTC regulations for furniture may be similar to test procedure established for mattress industry

By Richard D. Hoffmann
Associate Editor



Remains of the 33rd floor (right) and 34th floor (above) of One New York Plaza Building after a 1970 fire which involved temperatures of up to 1,500 F. A major contributor to the blaze was foamed plastic furniture used in many of the offices and reception areas, which also gave off clouds of lethally poisonous, flammable gases. The aftermath of this fire caused the New York Board of Fire Underwriters to suggest that foamed plastic cushioning should be prohibited in office buildings. It was also one of the motivating factors which brought the Port of New York fire codes, among the strictest in the nation concerning furniture specification, into existence.

Federal fire regulations for furniture will be coming for the industry by the end of this year. The government regulations will be aimed specifically at the residential market and government projects. Contract installations will continue to be governed by more stringent local regulations, similar to the Port Authority of New York and New Jersey specification and the Boston fire codes.

"We are looking at two levels of hazard," explains Dr. Clay Hugget, Chief, Combustion Section, Fire Technology Div., National Bureau of Standards. "One, the homeowner problem, where someone falls asleep with a lit cigarette, is the area we are most concerned with. The other area is the large concentration of furniture one finds in an office building or other public space."

There is no single test or code governing furniture flammability. "We are now working," says Dr. Hugget, "on flammability tests using a small ignition source for materials now used in furniture construction. Research shows that the majority of furniture fires start from small ignitions, such as cigarettes or matches. The standard may be similar to the test for mattress flammability, and will probably be published by the end of the year, or possibly sooner." (The notice of standard for mattress flammability, DOC FF 4-72, was published in the Federal Register, June 7, 1972, with a description of the test method. It becomes effective nationally on June 7 of this year.)

Local codes stringent

The New York Port Authority specifications for furniture used in its facilities — 25 in all — is fast gaining acceptance by other local agencies across the nation. The specifications concern themselves with three areas: upholstered chairs and sofas; carpet assembly; and curtains and draperies, and are perhaps the toughest in the nation concerning flame-spread and smoke production of materials used in furnishings. The N.Y. City Fire Dept. has incorporated these regs into its Advisory Safety Provisions for office furniture and furnishings, several corporations and insurance companies are buying furniture that meet these specifications, as well as school systems, rail-transportation systems, and the U.S. Navy.

Two tragic and costly fires in N.Y. in 1970, at the BOAC passenger terminal at Kennedy International airport and at One New York Plaza in the Wall St. area of New York City, helped bring these codes into existence.

Eugene Schafran, Fire Safety Supervisor, Port of New York Authority, speaking of the BOAC fire at the fall meeting of National Fire Protection Association on Nov. 14, 1972, said that "the blaze, though initially limited, generated large quantities of highly flammable gas which gathered in pockets at the ceiling level. We concluded that it was the fire behavior properties of the foam materials in the BOAC furniture that accounted for the rapid spread of fire.

"When flames approached one of these pockets, the gas would ignite explosively, spreading the fire across the spatial separations and igniting another group of seats. This explosive effect was also responsible for blowing out the terminal's large plate glass windows. While the fire was spreading at ceiling level in this manner, the combustible liquid formed by the melting foam was also increasing the intensity of the fire by burning at the floor level."

Everything burns

In this instance, the cause of the fire was not known; nor is it certain how the fire at One New York Plaza began. However, it is certain that both blazes were aided considerably by the plastic foam used in the furniture construction. Robert Powers, Superintendent, N.Y. Board of Fire Underwriters, who prepared the report on the One New York Plaza Fire, sees the problem this way. "Everything burns. That's evident. What's wrong is that many of the code requirements are based on criteria over 25 years old. For instance, the new open plans and office landscapes could be extremely hazardous, as plastics are used very often in their construction. As far as I know," continues Powers, "there are no regulations, outside of local and advisory, that govern flammability of such materials." Landscape screens and partitions are considered furniture since they are not fastened to the floor as part of the basic construction of the building.

The conclusion of Federal Trade Commission hearings (held in major cities around the county during Oct., Nov., and Dec. of '72, and Jan., '73), concerning the possible existence of fire hazards associated with the use and marketing of plastic products in furniture, coupled with the investigation by National Bureau of Standards into fire standards for furniture, has focused national attention on the problem. The FTC and the NBS are acting under the Flammable Fabrics Act of 1967, which gave the Commerce Department authority to develop flammability standards on a national scale to reduce flammability of products which were considered a serious threat to life and property, through the NBS. The Federal Trade Commission enforces these regulations.

FTC hearings probe flammability

The FTC hearings were also called under the Federal Trade Commission Act of 1914 which prohibits unfair or deceptive trade practices in marketing. According to Robert Powers, "There seems to be an indication that many terms conceal, rather than enlighten, concerning fire hazards when products are marketed. All of it burns, some faster than wood — much depends in the form in which they are made." Thomas F. Howder, an attorney for the FTC who helped coordinate the hearings, says that "Federal regulations for furniture may be here by the summer. As regards the FTC Act, if the findings do show intent to defraud, we could order further investigations, bring formal charges, or bring the matter before Congress."

A federal Trade Commission bulletin, released Oct. 3, 1972, stated that, "while (plastic foam) does not ignite casually, it can contribute materially to the propagation of a fire in a building, emitting large quantities of fumes and smoke." This fact was evidenced by the BOAC and One New York Plaza fires in 1970. The Chicago plane crashes during Christmas, 1972, has also brought related data on the subject.

Toxic gas presents danger

John Marcy, Project Engineer, Fire Protection Branch, FAA, who is in charge of the investigation of the Chicago crashes and testified at the FTC hearing in Chicago, says that "the victims of the accident, during the autopsy, were found to have a large quantity of HCN gas (hydrogen cyanide) in their bloodstream, as well as high concentrations of carbon monoxide. Everything that burns gives off carbon monoxide; however, the materials in the planes that could have given off the HCN in both the 727 and the DC-9 were modacryllic fibers (used in carpeting, ABS, and urethane foam (used in seat padding). The FAA," Marcy states further, "will have smoke regulations by July, 1973, and, as soon as possible after that, perhaps 2-3 years, there will be toxic gas regulations."

It is probable that some of these developments will bring further investigation into the furniture industry. There is however no official comment on the subject. "The more difficult you make a test," explains Dr. Hugget, "the more you constrict the number of materials that can be used. We could have everyone sitting on steel seats, but that wouldn't be practical." So, for now, it seems, the cigarette test will be the only Federal flammability test on the books for the furniture industry.

Pesearch seeking solutions

However, independent research may already have found a solution to the problem. Professor Edwin E. Smith, professor of Chemical Engineering at Ohio State University, performing research supported by American Iron & Steel Institute, has developed a radiant panel test which measures rate of heat release, smoke, and toxic gas emission of almost any material at various critical temperatures. "The fact is," says Prof. Smith, "that at the present time there is no officially acceptable procedure for measuring smoke and toxic gases produced by materials in a fire. This matter is crucial because some new materials now being used may generate smoke over 50 times faster than some of the basic materials used 25 years ago."

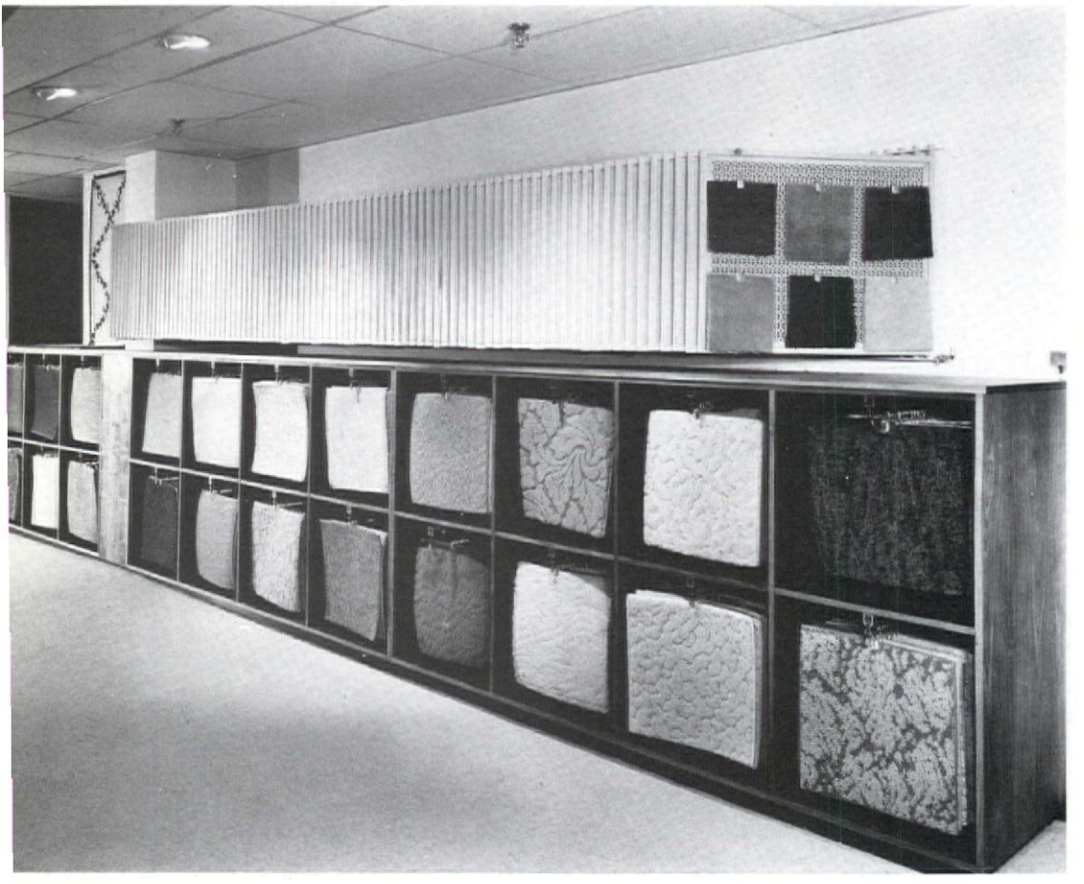
Both FTC and NBS are aware of Dr. Smith's work; however, no indication of possible action using this test as a basis for materials testing is forthcoming at the present time. However, Professor Smith is in the process of presenting his test method to American Society for Testing of Materials (ASTM), and it may soon be incorporated into that body's list of approved tests. ■



[This is a report on the agencies responsible for creating legal and accepted methods of testing and controlling materials used in furniture construction, which may create fire hazards. The furniture industry has also been aware of and working on the problem for some time [see 4/73 CONTRACT, "Vinyl Upholstery Introductions Include Fire-Retardant, Leatherlike, Breathable lines"]. Next month, CONTRACT will present a report on how the industry is approaching this problem, how the manufacturers feel about it, and some of the products available now and in the future.

CARPET SHOWROOMS OFFER OBJECTIVE SPECS

Variety of needed services provided to protect budget, client, and designer responsible for specifying carpet





John Treganowan, of Ernest Treganowan, Inc., says that custom sources which his firm represents include "a number of national and foreign mills," in addition to custom carpets Treganowan has produced in "about 30 different countries throughout the world." Treganowan showrooms include carpet (above), Moroccan (left) and Oriental rugs.

Carpet specs are acknowledged by most designers to be one of the most troublesome work areas. There are many variables, many carpet mills, and too many things to go wrong if the spec is not right.

Designer Bob Blood of Quorum Five, New York, sums it up: "It probably is the single biggest problem we have." Among the reasons for this are: (1) Carpet is one of the costliest elements in commercial design. (2) There is the dilemma of selecting a floor covering that will look well for as long as possible. (3) Installation must be right, or problems inevitably will crop up and the designer will receive the brunt of the complaint. (4) Carpet mistakes are expensive to rectify and usually remain as a permanent reminder to the client that the designer did the spec.

Is it no wonder that the designer is touchy about carpet specifications?

One solution to the problems outlined above is for the designer to patronize a category of carpet specialists called carpet showrooms. Their function is to work with the architect and designer to come up with better carpet and installation for the budget, while relieving the designer of the responsibility for many specification details.

These showrooms feature exhaustive stock lines of many qualities and custom capability, as well as a number of different mill supply sources. They offer the designer the advantage of years of expertise and training in the complicated carpet field, without being locked into one stock line that has to make do for many different types of installation.

Service to the designer and availability of quality goods was the theme repeated over and over in CONTRACT's talks with carpet showrooms. When asked how they function and how they serve designers, typical answers were:

- "We offer the use of our showroom and our sampling and also our ability to transform the job into something the designer requires. No one carpet answers all problems and we work with the carpet user to learn all the variables."—Elliot Saber, Showroom Manager of Esquire Carpet Corp.
- "Our function is a highly personalized and serviced situation and that's what the designer wants. He wants a person or firm who will run for him. We're pros at what we do and can save the designer a lot of time and a lot of mistakes."—Herb Blitzer, President of Phoenix Carpet.
- "Our business is a service business more than anything else. We pride ourselves on



"Our business is a service business more than anything else. . . . Anybody can sell a carpet."
— Anita Rothman, Dylan Carpet.

this. Anybody can sell carpet."—Anita Rothman, a principal at Dylan Carpet.

In their attempt to offer service to designers, some of the supply houses have introduced innovations which help ease the designer's carpet decisions. One showroom manager suggests the "mock up" route so that his designer clients can see how the carpet will look in the setting and gauge personnel acceptance before making the final and expensive commitment to vast amounts of yardage. "This is a particularly wise move when doing a job for a big organization," says James DeNoia, Vice President, F. Schumacher & Co., "because it reduces the margin of error to a minimum. Most end-users don't realize the variety in design they can get at no additional cost. And an experienced carpet man can save the designer thousands of dollars by having designs, such as borders, woven right into the goods, instead of being sewn in. This also eliminates many seams, a possible source of problems, that just are not necessary and which are costlier."

ABC Carpet endeavored to make carpet shopping easier by moving a large new warehouse to its showroom area. As David Landy, Senior Executive V.P. explains, "We did this so we can actually show the customer the rolls from which yard goods will be cut."

And the help of the post office has been put to good use by Dylan Carpet, which sells floor coverings via the mails to help the designer located away from the hub of city showrooms. Dylan not only sells broadloom through the mails but also its specially coordinated program of Oriental rugs, throw pillows, and even handbags. A specialty of the firm is the creation of new patterns made by combining different rugs into a single cohesive design. According to Anita Rothman, the mail order business is very popular with out-of-town designers. If they are uncertain about colors, "they'll send us fabrics and color samples and we will make the final suggestion as to which is the best carpet for their use."

Know daily changes

How is the designer to be certain he is choosing the right carpet showroom? Follow this yardstick by Bernie Siegal, head of Harmony Carpet, a firm which specializes in custom design. "A good contract showroom should have available almost every carpet that is made as a stock item, as well as the facility to create special qualities, textures, and colors. It should know the expertise and manufacturing ability of every contract producer and help



"An experienced carpet man can save the designer thousands of dollars. . ."
— James De Noia, Vice President, F. Schumacher & Co.



"A showroom like ours has the flexibility of many textures, designs, colors."
— Ivan Sanders, Executive Vice President, Lord & Adams-V'Soske.

the designer get carpeting quickly and in the proper texture, quality, and colorings. Carpet is a very complex field. Information changes periodically and only a carpet specialist can know which mills are doing what and how well. Just keeping up with this type of information is a full-time job."

In addition to knowledge of daily changes in the mercurial carpet industry, why should a designer or architect patronize a carpet showroom? The reason, as Jack Soskin, Manager of Stark Carpet, indicates: "To get stuck in our end of it can be very expensive." The supply house works closely with designers to make certain that they are getting the right carpet for the job. Stark is a firm that specializes in custom design. It maintains a full-time art staff, whose sole function is to create original design.

In dealings with designers, Stark discusses such variables as: What qualities they want, what specifications, and whether they want to use their designs or ours.

"We size up the job in terms of what kind of firm it is, the kind of traffic they get, and the kind of quality they should have on the floor in relation to the image they are trying to project. Then we recommend what we think is best suited to the job and its needs," sums up Soskin.

Installation supplied, too

Arthur Singer, President of Carpet Showrooms Inc., agrees that the function of the supply house is to give the designer the best carpet available for his needs. "The most important function we serve is to supply the correct information, the correct type of carpet, the properly engineered carpet for their requirements, and then the right installation. We will always re-engineer a carpet according to the client's needs, regardless of whether the job is for 100 square yards of 27-in. carpet or 10,000 yards of custom Axminster. There's nothing we cannot make or do for the client and we will go to sources all over the world to meet his needs."

Custom sources are far afield

Among the major reasons why designers patronize these companies is the showroom's ability to produce various types of carpet grades. As Lord & Adams-V'Soske's Executive Vice President Ivan Sanders explains: "A showroom like ours has the flexibility of many textures, designs, and colors. The designer is not stuck with a cut-and-dried program that is limited to "X" qualities in "X" colorways." In order to help the designer escape the "cut-and-dried," Lord & Adams maintains a staff of designers and colorists, imports exclusive lines from England and Ireland, and specializes in custom work from V'Soske and V'Soske Kent.

Though most contract carpet showrooms carry stock lines from a number of leading mills, they focus on giving the designer something a little different from the run-of-the-mill floor covering. All will supply custom coloring on various carpet grades and most will have custom designs made to the client's specifications; others feature import lines on which they have exclusive distribution; and some of the larger showrooms have staff artists, who will whip up a custom design for a particular client need.

Stock vs. custom

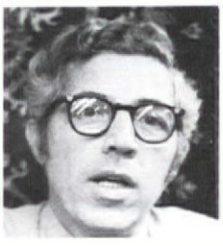
But finding the custom sources can sometimes become as diffuclt as finding the needle in that proverbial haystack. The



"Information changes periodically, and only a carpet specialist can know which mills are doing what and how well."
— **Bernie Siegal, Harmony Carpet.**



"There are very few mills left in the U.S. that still manufacture custom woven designs. . . . "
— **Jay Cosgrove, Carpet Sales Manager, Couristan.**



"Reps. . . keep stressing the ethics of a particular company and then turn around and sell an account direct."
— **Harold Mandel, Harmil Carpet.**

reason is that most American mills are so busy producing stock lines that, according to supply house buyers, few are interested in doing anything else. Another problem, as noted by Jay Cosgrove, Carpet Sales Manager for Couristan, a firm which produces exclusive designs for a number of supply houses, is "the lack of source in custom design woven goods. Most mills today are selling tufted carpet, while the better designer supply houses prefer to deal only in exclusive woven goods. There are very few mills left in the U.S. that still manufacture custom woven designs, and the ones that do usually are booked up for months."

Because of the diminished custom capabilities of American mills, these contract suppliers must go far afield to get their goods. Phoenix Carpet, according to President Herb Blitzer, specializes in custom goods and must deal with a number of American and European mills to get its goods. Elliot Saver of Esquire Carpet Corp. claims that his firm has connections "with practically every mill in the world." And John Treganowan says his firm represents "a number of national and foreign mills" in addition to the custom carpets that they have produced in "about 30 different countries throughout the world."

World-wide awareness

As Emmanuel Heitner, a principal at Gotham Carpet Associates, indicates, custom houses not only have to know the manufacturing capabilities of American mills, but must also be aware of what is going on around the globe. "We utilize various factories depending upon what they make. We buy in the U.S., Mexico, or anywhere around the world, because each country has its own technique and it is much to our advantage and the client's to be able to get these things, rather than be limited to what's available at home. We buy from such varied countries as India, Iran, Turkey, Bulgaria, Yugosolavia, and many others."

Why not buy from the mill?

One of the sharpest thorns paining some carpet showrooms is competition with the very mills they buy from. These mills, they report, will sometimes solicit contract accounts directly and cut prices quoted by the showroom. One supplier irritably complains that some mills have even created a "back door" manner of dealing with designer customers—they give themselves a new name specifically to handle these sales, or bill it through a dealer, who is willing to work on a small profit.

According to Harmil's Harold Mandel, some mills will even "steal" a sale that they know the showroom has been working on. It is a situation with which Mandel is decidedly unhappy. "Reps come in here and keep stressing the ethics of a particular company and then turn around and sell an account direct. There's no question that this is going on every day of the week."

Other advantages

But Mandel does not feel that "hard luck" stories are the reason for designers to shop the supply house. For while the designer may benefit from a lower yardage price in ordering direct, there are other advantages that the mill cannot offer. Most important among these are selection and service.

In order to see the large variety available through a typical supply house, the designer would have to shop a long list of mills. And he will probably learn that not only is each mill interested in selling its own particular carpet—whether or not it meets the designer's needs—but also that the mill man usually is too busy to spend a great deal of time on a single order. For, as Sam Sachs, owner of Saxony Carpet, points out, "We serve the designer on a very personal basis and in most cases they require plenty of attention. The mill and (its) reps are not prepared, and don't have the time, to develop that kind of service."

Because of this, many designers—even after working with a mill—will go back to the supply house to solicit its experienced advice. "When a mill rep goes up to a designer," comments Blitzer, "he goes to sell what his mill has and asks the designer to specify it. But the designer often will call us after making a choice and say, 'We're doing this project and the mill left a sample. What do you think of it?' The designer realizes that the mill man is there to specifically sell his carpet line, while we represent every mill in the business. We have a much broader scope and can be more objective in suggesting a particular carpet grade."

In addition, ordering direct from a mill can be a source of innumerable headaches to the designer, who has enough to worry about without becoming floor covering contractor. When ordering from the mill, he must submit his own measurements and hope they are correct; purchase backing and arrange shipping; and then find a reliable workroom to install it. And, in the case of post-installation problems that may arise, he has to get involved again.

Yet, in dealing with a supply house there is one source responsible for doing all the work. The ability to give a guarantee on carpet and installation is one of the major reasons why designers prefer dealing with supply houses. They know that the supplier can exert more pressure on the mill in getting the right goods then can an individual designer, and they also have the assurance that the installation will be guaranteed by the same source from which they purchased.

Total package sale

"We supply the whole package," says Bill Wenger of Montauk Rug & Carpet Corp. "We guarantee everything from the shipping to the installation to the repair, where the mill can't do that. And if you have a complaint, to whom do you talk? You call the mill and they say, 'Call the workroom.' You talk to the workroom and

For full guarantee, buy entire package from one source

they say, 'It's the fault of the carpet. Go back to the mill.' In the long run, to get the full guarantee, you should buy the whole package from one source."

Who pays for a mistake can be a problem, even if the mill does admit to having sold a faulty carpet. As Esquire Carpet's Elliot Saber points out, "Even if the mill agrees that the problem is the fault of the carpet, he will only agree to pay for replacing the material. No mill will pay for labor on any big carpet complaint. And the workroom that did the original job has no earthly reason to supply labor without being paid for it, especially if the problem was not the fault of the workroom. Yet any reliable carpet showroom will guarantee the whole job and absorb any extra costs."

A situation at Carpet Showrooms Inc. illustrates this contention aptly: "We have a seaming complaint right now on a carpet that was installed three years ago," says Arthur Singer. "I feel that the problem is because the carpet was not made properly, but even if the mill won't stand behind it, we will certainly make good to our client. If the mill walks away from its responsibility, I will always stand behind the carpet and take a loss." The reason for this? "Carpet you can buy any place. But buying the right carpet, getting the right installation, and—getting service—that's the name of the game, and that's our business in a nutshell."

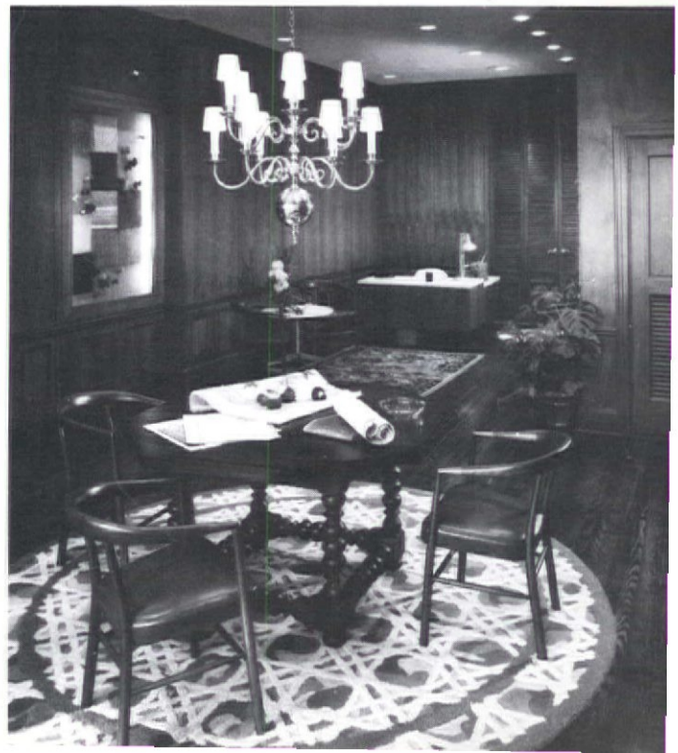
What does this extra insurance mean to the designer in dollars and cents? In other words, will he pay extra for the extra service available when dealing with a supply house? Certainly no one sells a product without making some profit on it and any carpet showroom will admit that it is in business to make money. But—as many suppliers and designers both point out—the cost is not appreciably higher, particularly when compared to the cost, both emotional and economic, of personally taking care of all the services necessary for a completed job.

Saxony's Sam Sachs says it in a nutshell: "It might cost a little less if the designer could buy direct from the mill. But they do business with our type of company because they know that the job is handled on a personal basis, and that they have someone to go back to for future service and warrantees. They may pay a little more for this, but carpeting is such a costly thing to make a mistake with that the few extra dollars are like an insurance policy."

"The contract buyer using our services would pay considerably less if he went directly to the mill," says Harmony's



"There's nothing we cannot make or do for the client," says Arthur Singer, Carpet Showrooms Inc., (above), "and we will go to sources all over the world to meet his needs." Shown at right are some of the Israeli rugs which the firm imports.



Patterson, Flynn & Johnson, Inc., New York (right), has geared its operation to handle contract work and special interiors as specified by architects and designers. The firm has a factory in Spain, in operation since 1414, and represents 120 mills around the world.

Showrooms offer broader scope, objectivity



"The designer realizes that the mill man is there to specifically sell his carpet line, while we represent every mill in the business. We have a much broader scope and can be more objective in suggesting a particular carpet grade."
— **Herb Blitzer, Phoenix Carpet.**

Bernie Siegal, explaining that this is because of the manner in which his firm deals with its clients. Besides functioning as a carpet showroom and contractor, Harmony also maintains a business as a carpet consultant.

"As such," says Siegal, "we don't sell carpeting, but set up specifications and work with the various mills to create proper sample qualities. By the time we're finished with the different mills, we usually end up getting the client the lowest possible price."

Low bid may be had

But he cautions that getting a good price does not always mean getting a good deal: "We do not always recommend the lowest bidder, because it depends on the quality of his work. What's the purpose of getting a cheap price on something that's wrong to begin with. It's like buying beautiful fabric for a suit and giving it to a butcher instead of a fine tailor. The money is wasted, because the ultimate product never looks right."

All of this is not to imply that dealing with any carpet source is an easy, cut-and-dried matter. Carpet showrooms, like every other business, have their problems, and designers are not always happy with the service they get. In addition, there is the human factor.

As Larry Godtell, a designer with New York's Nicholson & Wilson, laments, sometimes there is a matter of misrepresentation: "An unscrupulous company may represent itself as manufacturer of custom goods and then come in with a suitcase full of samples from manufacturers's stock lines. It looks like the operator had been out shopping for something close to what we were seeking.

"Also, it often seems too easy to get such an operator down on price at the last minute. This results in a suspicion that the prices originally quoted were not realistic. I don't want to hassle about price, but I do want to be given the best possible price at the beginning of the transaction."

Variance in the quality of a delivered item from that which was ordered also seems to be a problem for the designer specifying carpet. Some examples of this include color which is off, padding which is not the same as ordered, different backing, and fiber content which has been altered from original specifications. "It has happened in the past," complains one designer. "You order one quality and what is delivered to the job has very little resemblance to it."

By far the most frequently cited instance of this is when a wool and acrylic blend is delivered to a designer who ordered 100 percent wool. In partial defense of his supply house clients, Jay Cosgrove of Couristan points out that this is usually the result of crossed communications, rather "than a deliberate attempt to defraud." Since wool prices have risen so astronomically, many mills have switched their wool qualities to wool and acrylic blends, while maintaining exactly the same colorings, texture, and order number. By the time the designer decides on the carpet and it is ordered and expedited in the mill, the switch may have been accomplished without the original salesman even being made aware of the change.

This is not to imply, however, that all supply house showrooms are run by angels of virtue. In this business, as in most others, there are always those who try to make a fast buck at the expense of an unsuspecting client. And, as one showroom manager bewails, it is those few who give the majority a bad name: "Nine times out of ten, when the designer doesn't get what he ordered, it's the fault of a shady dealer who orders something different so he can pocket a bigger profit. And what happens is that it reflects badly on all of us."

Late delivery horror

One complaint in which designers are highly justified is the matter of late delivery and broken delivery promises which, designers and suppliers agree, is usually the fault of the mill. As designer Frank Peteroy of the New York design firm Shepard Martin asserts, supply houses try their best to meet client's needs, but get little cooperation from mills, who wait until the last minute to advise that carpeting is discontinued or will not be available at the promised due date. "Very often you're told about the unavailability at such a late point in the game that you have the interesting alternative of scurrying to get any carpet down on that floor, gambling on whether you actually get it, and taking the chance of botching up the job with a poor selection. The biggest problem is that you have to cross your fingers and work with fate. And of course the client doesn't want to know anything about it. He just wants the job done."

But just as working with manufacturers can often be troublesome, life with the customer is not always a bowl of cherries. Some designers adamantly demand a carpet grade that the showroom specialist feels will not stand up to the wear it will encounter on the job. And having bought it against the showroom's recommendations, they nonetheless call to complain when it falls apart.

The reason for this, John Treganowan points out, is that designers are not always willing to trust the supplier's expertise: "Basically, most designers don't know what they're talking about in carpet and when they spec something, most of the time it's something that can't be made or a fiber that won't wear for the traffic." The only solution is to take the carpet man's advice. "But," he laments, "designers don't really trust their carpet man and usually don't listen. And I think this is foolish because ultimately the designer is the one responsible to the client if and when anything goes wrong."

To serve both their own needs and those of the designer, 15 New York City carpet showrooms have joined together in an association called The Decorators Floor Covering Association, Inc.

Larry Dilk of F. Schumacher & Company serves as President of the Association. Other companies that belong are: Carpet Showrooms, Inc.; Dippel, Vogler & Sharkey Co., Inc.,; Dylan Carpet, Inc.; Greeff Fabrics, Inc.; Gotham Carpet Associates, Inc.; Harmony Carpet Corp.; L. Jones & Co., Inc.; Kenmore Carpet Corp.; Kent-Costikyan, Inc.; Lord & Adams-V'Soske; Phoenix Carpet Co.; Saxony Carpets; Stark Carpet Corp.; and Ernest Treganowan, Inc.

Carpet information is available from the Association in New York by calling Plaza 5-8228. ■

INFLATION NOT EFFECTING INTERIOR DESIGNS; IMPORT ITEMS THREATENED BY DROP OF DOLLAR AS WELL AS EUROPEAN INFLATIONARY CLIMATE

Designers, manufacturers, and importers agree that prices may go up in some areas, but will basically remain stable



"We've seen a decrease in the use of wool carpets."
— **Bernard Soep,**
Bernard Soep Associates.



"I've noticed a great deal more study by corporations in design and furnishings areas."
— **Wynn Schaffer,**
Western Contract Furnishers.



"The area where costs have become prohibitive is in construction. Planned expansions may be cancelled; this would have an effect on interior design."
— **Robert Bleemer,**
Bleemer & Levine.



"Our long-range program of manufacturing imported items here in the States will be accelerated, and this will help keep costs down."
— **Charles Stendig**
Stendig, Inc.

Designers across the country agree that the inflationary situation here at home and the recent dollar crisis abroad are having little effect on their specifications at present.

"Inflation two years ago, during the recession, had more of an effect on specifications than now," says Brenda Mason of Brenda Mason Design Associates, San Diego, a contract designer with five designers on her staff. "Today, the client is more interested in the design effort and end result than the cost. He is paying for a total look."

No effect yet

Bernard Soep of Bernard Soep Associates, Boston, sees "no effect yet on business. However, in the last five or six years, we've seen a decrease in the use of wool carpets. Most of our specifications have been synthetics and blends." Wynn Schaffer, Western Contract Furnishers, San Francisco, feels that anything that could be done to bring the cost down on wool "would be a blessing for everyone concerned. Perhaps the opening up of China for trade may have some effect. I wouldn't specify wool carpeting on a job without first checking with the client.

"We are at the mercy of the client in our specifications," continues Schaffer. "I've noticed a great deal more study by corporations in the design and furnishings area." However, Robert Bleemer of Bleemer & Levine, Miami-based architectural/engineering design firm, maintains that "when someone wants to buy something, he'll buy it. Ten or fifteen percent increases make no difference whatsoever in interior design. The area where costs have become prohibitive is in construction (wood has gone up over 45 percent, poured concrete approximately 15 percent), where on a large job, prices of materials might cause second thoughts on the part of clients. Planned expansions may be cancelled, a building may rise only four stories instead of six; this would have an effect on interior design."

Domestic situation stable

Rising costs for wood and other materials have not had a great effect on domestic furniture manufacturers. Haas Hargrave, VP/Library Div., Gunlocke Co., says that prices on furniture "have not been affected much" by domestic inflation, and that "the import situation shouldn't have any long-range effect on U.S. manufactured items.

Importers see some prices rising on items they bring in; much depends on whom they deal with. Some Italian marble manufacturers are not accepting new orders, nor are they shipping existing orders, until the dollar stabilizes. Great Britain's pound has been unstable for some time, and the devaluation has had no real effect on its exports. The Canadian dollar is floating with the U.S. dollar. Thus, some prices are rising and some aren't.

"Some prices on imports will have to go up," says Charles Stendig of Stendig, Inc. "Our long-range program of manufacturing imported items here in the States will be accelerated, and this will help keep costs down. Importers generally will have to sell in the higher price brackets, thus giving domestic manufacturers a larger share of the lower-priced field."

Inflationary climate in Europe

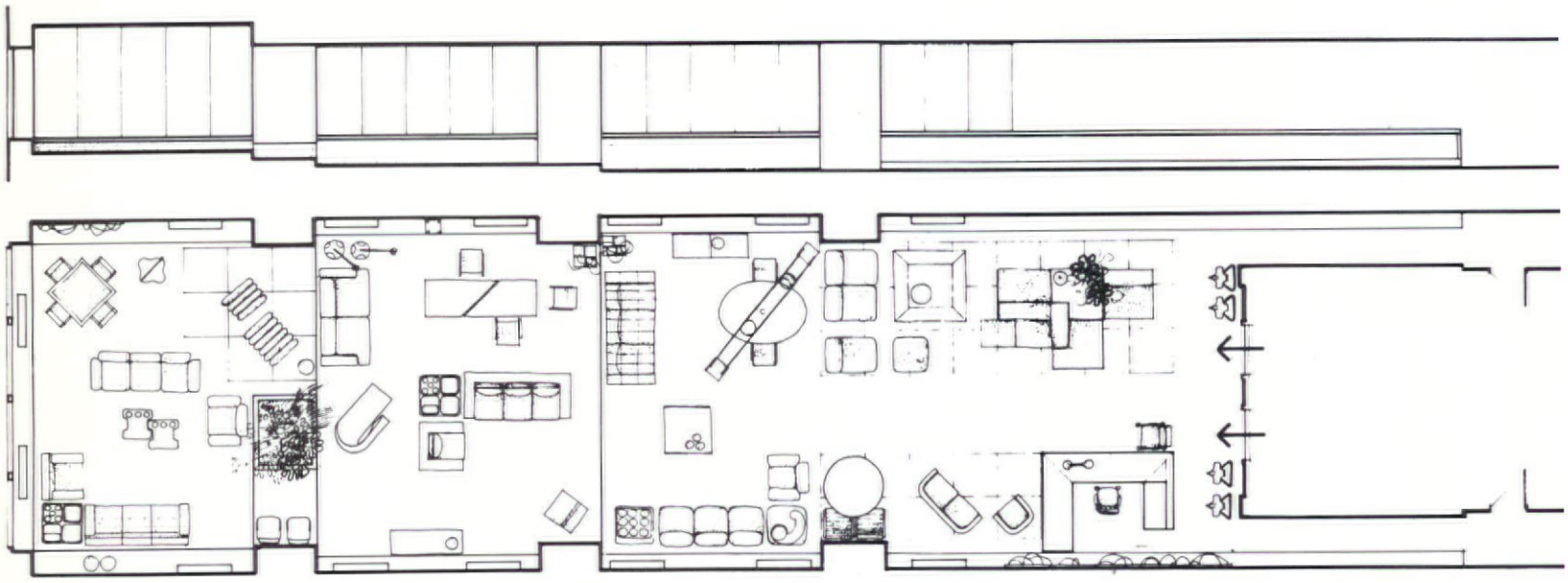
Perhaps a greater influence on rising import prices is the inflationary situation in Europe. Both Stendig and Jim Mauri, VP/Director of Marketing for Knoll International, feel that this may be more important a trend than the devaluation. "We try to hold the line here on prices, coming out with new price lists only once every one or two years," says Mauri. "Yet foreign suppliers have a very casual attitude toward this. Our supplier costs have risen about 91 percent in a little over a year, due to three or four increases from the manufacturers, and the two dollar devaluations." (The other recent devaluation was in December of 1971.) Knoll is also investigating the possibilities of manufacturing some imports in the U.S.

Mike Babitts, President of Eurotex/Tretford, sees other developments in the field as equally important. "We find an increase in demands for 'the real thing.' People are rejecting imitations in all areas. And, since we make products to solve the problems of the designer directly and not for his client, we don't see the dollar devaluation as having any real effect on us." Eurotex/Tretford imports many wool fabrics from Great Britain and Ireland.

The present economic situation should not, in general, have an immediate adverse effect on the designer's situation. However, Brenda Mason feels that if costs continue to rise, "they will be followed by higher fees on the part of the designer." ■

ITALIAN MANUFACTURER ELIMINATES MIDDLEMAN WITH OWN U.S. SHOWROOM, MARKET FACILITIES

As the first Italian furniture producer to open its own U.S. showroom, Sormani plans an ambitious expansion program that may find others following its lead



There's no doubt about it. Italians are a delight and their furniture is inventive. These impressions were strongly reinforced during the precedent-breaking opening of the Sormani Linea Plus, Ltd., showroom in New York City.

Italian furniture is, of course, not new to the United States. What is new is that Sormani, Italy's largest furniture producer, is the first Italian furniture firm to establish its own U.S. facilities to display, market, and distribute its furniture, lighting, and accessory lines, selling direct to contract and residential specifiers and buyers. Prior to this move, Sormani was represented by several U.S. firms that imported selected pieces and carried them with their own and other imported lines. In effect, Sormani is eliminating the middleman.

Others to follow?

The significance of Sormani's move is twofold. Not only does it mark the entry of the first Italian furniture manufacturer into the U.S. marketplace with its own facilities, it also may well herald an influx of other Italian furnishings producers that will market their own products.

Here for the opening of his showroom, Luigi Sormani, who heads the 12-year-old, family-owned business, elaborates: "We tried to interest a group of Italian manufacturers in the idea of opening a joint Italian design center in the United States. Each firm would have had its own showroom space. But there was too much resistance, so we decided to go ahead on our own. As a result, we're being very closely watched by our colleagues in Italy. If we succeed, one can almost anticipate others following our lead."

The New York showroom, which combines both residential and contract lines, is just the beginning. Sormani plans to open another New York showroom by early winter in order to separate the two groupings, although many items are flexible enough to serve both markets. In line with a separate contract showroom, Sormani is currently developing new office furniture lines for introduction this fall.

Planning for other markets

Sormani selected New York for its initial U.S. venture because, as a major furnishings center, New York can provide the general "feel" for the entire country. Two other practical considerations: It is closer to Europe, and New York events make news in Europe as well as other parts of the U.S.

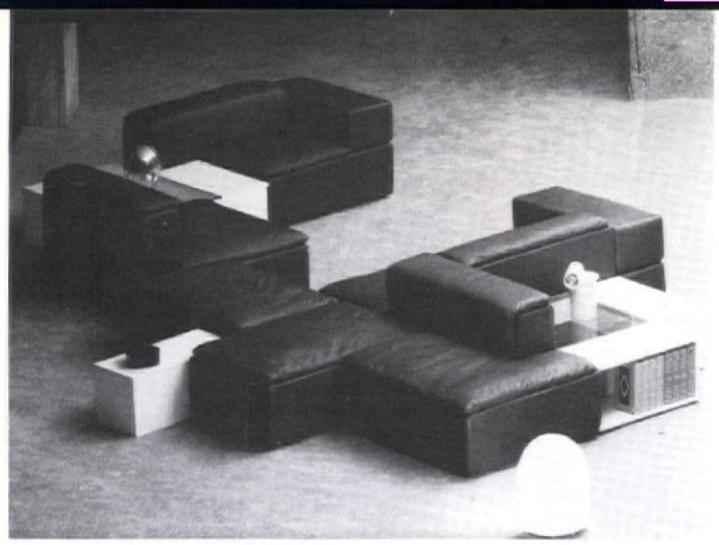
Sormani is currently exploring other major market centers and shortly plans to establish facilities in Chicago, Atlanta, Dallas, and the West Coast. The firm also expects to eventually produce furniture here, assemblying its own components and producing items from molds made in its Italian factories.

Other expansion plans take in the Canadian market, where Sormani is considering full manufacturing facilities because of the attractive financing structure offered by the Canadian government. Canadian-produced furniture will be sold both in Canada and the U.S.

Not limited to North America, Sormani is also researching the South American market.

As a leader in the Italian furniture industry, Sormani has successfully paved other new directions. It was the first Italian firm to produce the first vacuum-formed plastic chair in 1964.

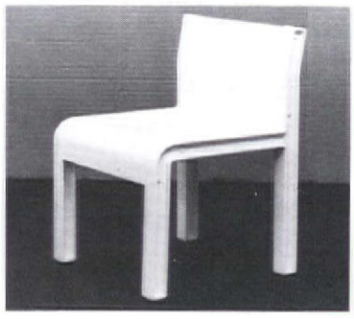
Dedicated to original-concept furniture based on study and research, Sormani has worked directly with notable contributors since its formation in 1961. Its wide roster

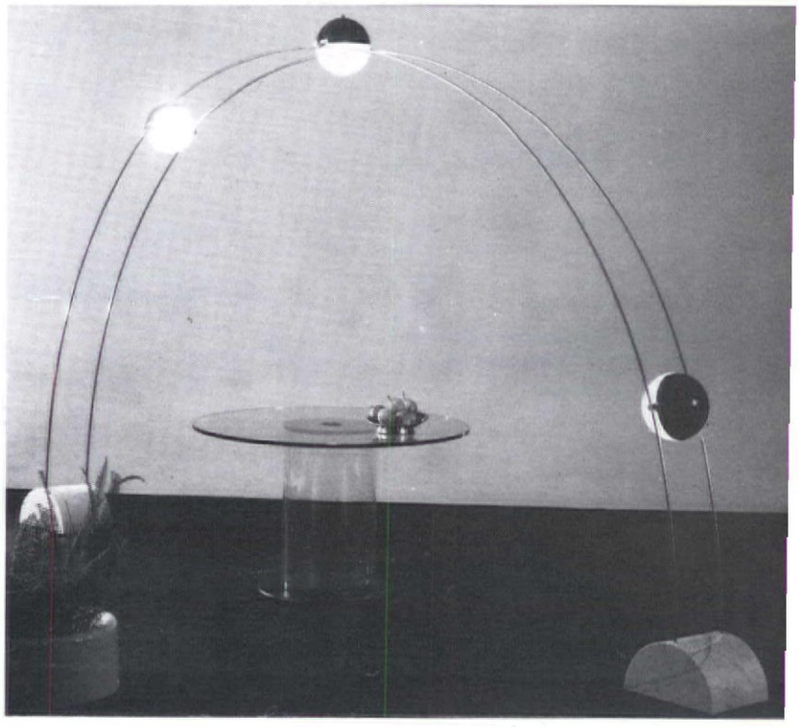


Economy in design with few elements that arrange in a variety of shapes is typical of architect Claudio Salocchi's approach to furniture. Left: Salocchi's Paione combines thermoformed plastic base and soft polyurethane foam for arms, backs, seats. Right: Salocchi's Lia chair has three basic frame pieces of anodized aluminum, with each differently engineered according to use. Below: Ponte floor lamp, by Studio ARDITI. The height and length of the steel and polished brass rods are adjustable by moving the marble bases. Black and opaline light spheres can be repositioned along the parallel arcs.



Movable display platforms provide built-in flexibility for furniture showcased in the 2,275 sq. ft. Sormani showroom (floor plan opposite). Right: Ganging chair combines rigid polyurethane frame and thermoformed plastic seat; designed by Studio D.A. Below: Skelton, by Bally-Boesinger, has soft polyurethane foam neatly wrapped in polished chrome frame. For information on these and other Sormani lines, Circle No. 320.







of stars includes architects Gio Ponti, Joe Colombo, Claudio Salocchi, and Antonello Mosca. Sormani's production concept takes advantages of these designers' expertise, as well as new technology in advanced production methods and use of new materials.

Design via technology

Accompanying Luigi Sormani to New York for the showroom opening, Italian architect Claudio Salocchi (some of his designs are shown here) says, "It is hard to separate design from technology. One is contingent upon the other." It is not unusual for Salocchi to create a design that is impractical or impossible to produce. The design waits until a technological method is developed that will make its production feasible. On the other hand, a new technological advance may suggest a new form, a new shape, a new concept that had not been thought of before. Aspects of industrial equipment and commercial vehicles have been analyzed and modified for furniture production. An object as mundane as the refrigerator was pulled apart and eventually provided Sormani with techniques new for furniture.

Briefly tracing the development of furniture, Salocchi credits Bauhaus with a refinement of design based on the technology and materials of the day.

But the basis of technology used in Bauhaus designs is very different from what is used today. What is similar is that simple, pure lines with few component members still serve as the basis of good contemporary furniture.

Salocchi points out that the Corbusier chair is a better chair today than the original, because of the newer technologies applied to it and the better materials available.

For several years, the Italians have not really departed into new design directions. Instead, they have concentrated on refining their innovative designs. What the next design wave will be Salocchi cannot anticipate, except that it will develop from technology. "Technology will solve problems of volume and quality, but it will have less impact on great changes in design and architecture," he states.

Will warehouse in U.S.

Luigi Sormani, whose quiet, continental charm is captivating, deeply involves himself with all operating and production details, no matter how small. He maintains a close working relationship with his designers as well as with his factory employees. Apparently unions are not as strong in Italy as in this country, for it has been rumored that Sormani can, on very friendly and personal terms, talk workmen into delaying a strike or work stoppage for several days until an important order is completed.

Sormani anticipates a three-to-ten-week delivery schedule. "We're using Swiss shippers because they never go on strike," explains Sormani. Furniture will be packaged in containers at the factories and then transported to either Bremerhaven or Hamburg for shipping. Many items will be warehoused here, further reducing lead time.

The devaluation of the dollar is not an immediate problem, for according to Sormani, its price structure will not change, at least for the time being.

At 964 Third Avenue, Somani's New York showroom was designed by Franco Mirenzi of Unimark International's Milan office. The showroom is headed by Enea De Bernardi and Sandro Lanfranchi. ■

FURNISHINGS BIDS COMING UP IN REVAMP OF ARMY BARRACKS

Approximately $8 Million will go into the furnishings budget for the U.S. Army's first phase of construction of new quarters for enlistees

Enlisted soldiers in the "New" Army will be living in modern town-house style, occupying one-, two-, and three-man rooms, furnished at a cost of approximately $500 per soldier. Definite quantity bids will be administered by Government Services Admin. to all known suppliers, following preparation of cost figures by the Defense Dept./Logistics' Housing Div., for the furnishings to be incorporated into the quarters.

The furnishings budget alone is figured at approximately $8 million and is a separate consideration of the first phase of construction by the Army of three complexes housing 8,000 soldiers at Forts Carson, Hood, and Sill, at an estimated total cost of $63 million. Design prototypes were developed by Benham-Blair & Affiliates, Inc., Oklahoma-based architectural and engineering firm, specifically for the Fort Carson installation; Lyles, Bissett, Carlisle & Wolff, Columbia, S.C., architects, engineers, planners, designed the prototypes for Forts Hood and Sill. These prototypes will be used on the majority of the construction in the near future.

Three other forts are scheduled for construction bids this year (Forts Polk, Belvoir, and Gordon), with the number of new projects to reach 20 by next year. In addition, all existing inadequate housing will be phased out over a six-year period; this includes the renovation of good existing housing currently in use.

Alan Zimmerman, Chief, Furniture & Furnishings Branch, GSA, saw durability as the first consideration in developing specifications for the furnishings. "We feel that the A-frame solid oak furniture which we have come up with will provide this in a pleasingly esthetic manner," thus getting away from the functional, esthetically offensive, anti-human furnishings of the "Old" Army.

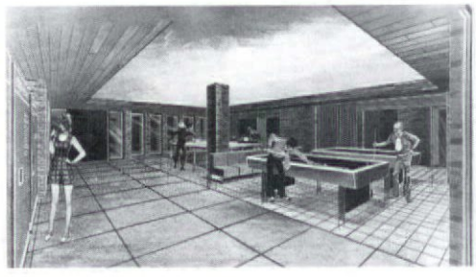
In case you're wondering how all this came to pass, here's a general outline of the maneuvers this project has executed. Department of Army initiated the proposal, approved by the House Armed Services' Sub-Committee on Military Construction Appropriations. Construction contracts for the MCA in this instance were let by the Army Corps of Engineers' Construction Agency, coordinated by the Chief/ACE.

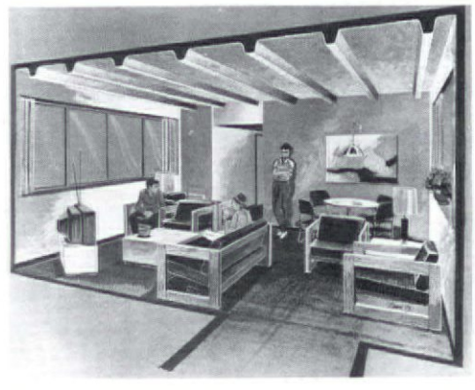
The furnishings budget, which is on a separate line from the construction costs, was initiated by the DA through funds available at the Dept. of Defense÷Logistics. The furniture was specified by Government Services Administration's Furniture & Furnishings Branch, which returned its specs to DD/Logistics which turned it over to it back over to GSA for administration.

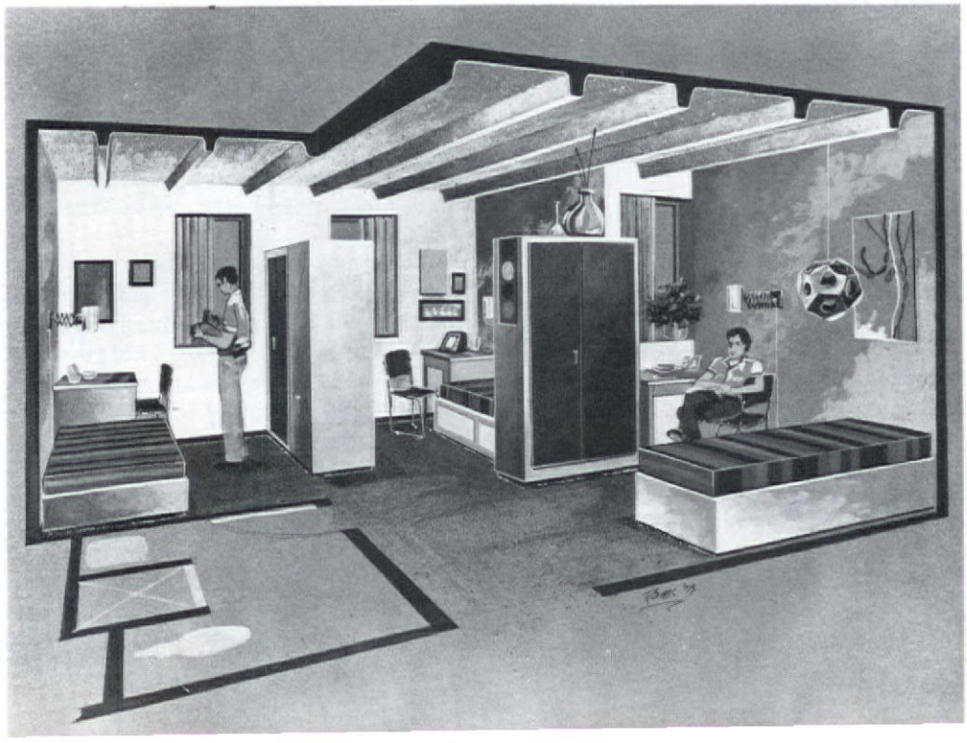
All this accomplished, the new barracks will be built. "These designs," comments James Allred, Chief, Architectural Section, USACE, "represent the largest step forward in housing for the soldier the Army has ever taken, and will serve as the basis for the soldier's housing for the forseeable future." ■



Rendering (above) of new barracks complex at Fort Carson, Co., typifies the "New" Army living quarters for enlistees. Other drawings (clockwise, starting left, below) show prototypes of a community day room, a lounge area, and one of the three-man bedroom units under construction.







FORD MOTOR CO.'S INDUSTRIAL DESIGN OFFICE TACKLES VARIED INTERIOR DESIGN PROJECTS

Graphic, transportation, and commercial interior design are all part of the realm of Industrial Design Office (IDO), non-automotive design arm of Ford's 600,000-sq.-ft. Design Office

"Our work could involve the color of plant machinery, interior decoration of executive offices, or conceptualizing non-automotive projects that may be only a distant possibility." That is how John Najjar describes the function of Ford Motor Co.'s Industrial Design Office (IDO), which he directs. As part of the 600,000-sq.-ft. Ford Design Center in Dearborn, Mich., IDO is responsible for all non-automotive design for all Ford Co. concerns.

The office's biggest customer is currently Ford Motor Land Development Corp., which is developing the new 2,360-acre Fairlane community in Dearborn. Najjar's 20-man team has conceived a graphics system for the project, covering print and signage identification, and a multi-purpose lamp pole system which holds luminare designs, signage, and street furniture.

The Fairlane project's Parklane Towers, twin 15-story office buildings, will feature interiors designed by IDO, including elevators with 12 interchangeable, padded panels providing four changes of decor corresponding to the change of seasons. Other contributions include construction of scale models of the complex, design of the interiors of model residential units and several office suites, and the headquarters of the land development corporation.

"Although some other auto manufacturers do have non-automotive design departments, we're one of the largest, and probably unique in the wide variety of functions we perform," comments Najjar. "We're in an excellent position to assist company components. Outside concerns are not as familiar with the company's needs, and may not even be sympathetic to the aims of the corporation."

An IDO team played a significant role in developing Ford's Automatically Controlled Transportation (ACT) System, acting as overall project and vehicle design coordinator, and initiating much of the basic human factors requirements of the system. "In its simplest usage, ACT operates like a horizontal elevator," explains Stephen M. Sherer, design executive of IDO. The system will transport people and cargo within such congested activity centers as downtown business districts, airports, shopping centers, and universities.

Ford's Glass Division also has made use of Industrial Design Office in redesigning the lobby and cafeteria at the Nashville, Tenn., Glass Plant. "They liked the results so well," explains Sherer, "that we are now assisting in designing their new division general offices."

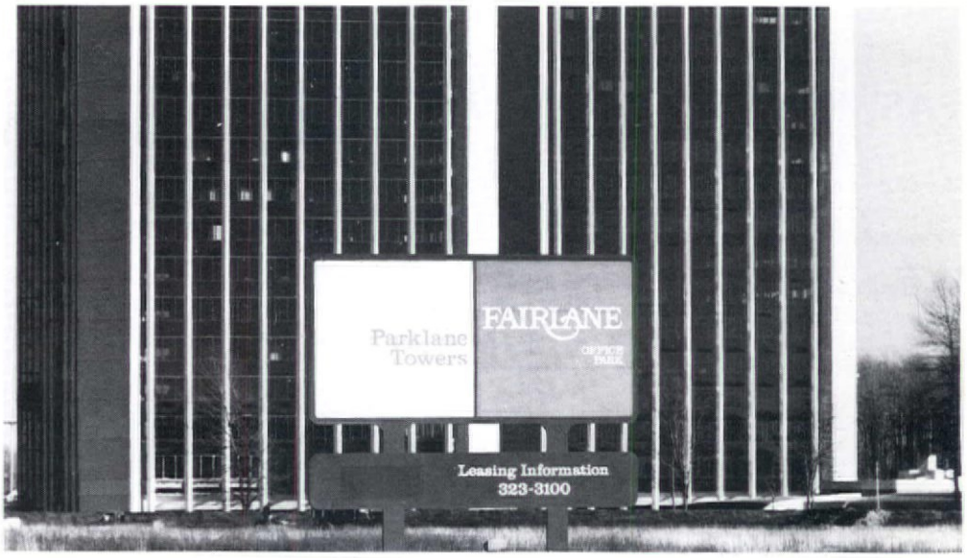
Najjar feels that his office's future objective is primarily to broaden its service to the company, improving both Ford products and image. "We're already getting into new design disciplines," he says. "We plan increasing involvement in land development projects, entering new fields of non-automotive transportation design, and more professional and comprehensive service in contract interior design." ■



John Najjar, Director of Ford's Industrial Design Office, stands behind his model of Fairlane Office Park, which he designed, while the actual building soars to completion behind him.

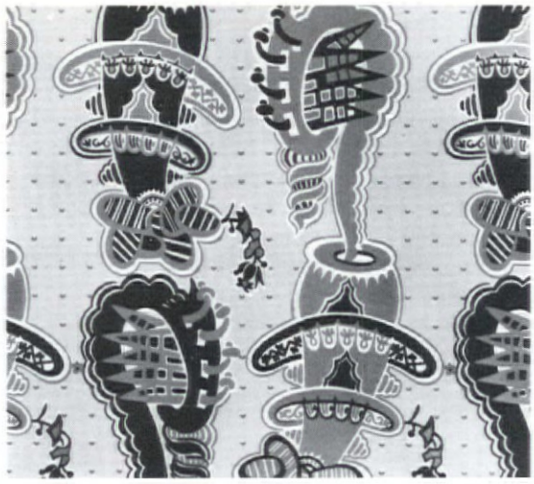


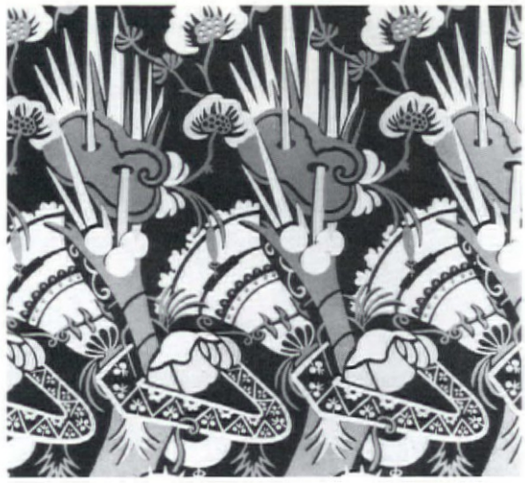
Photographic technique used by designers Jim Stare, Steve Sherer, and Carrie Campbell (l. to r.) of IDO to simulate the hotel lobby of Detroit's riverfront development (above), makes it appear that the project is already built in this superimposition of people before a full-size projected image of a scale model. The Fairlane development (below) in Dearborne, Mich., also an IDO project, has outdoor signage which typifies graphics which will adorn the interiors.



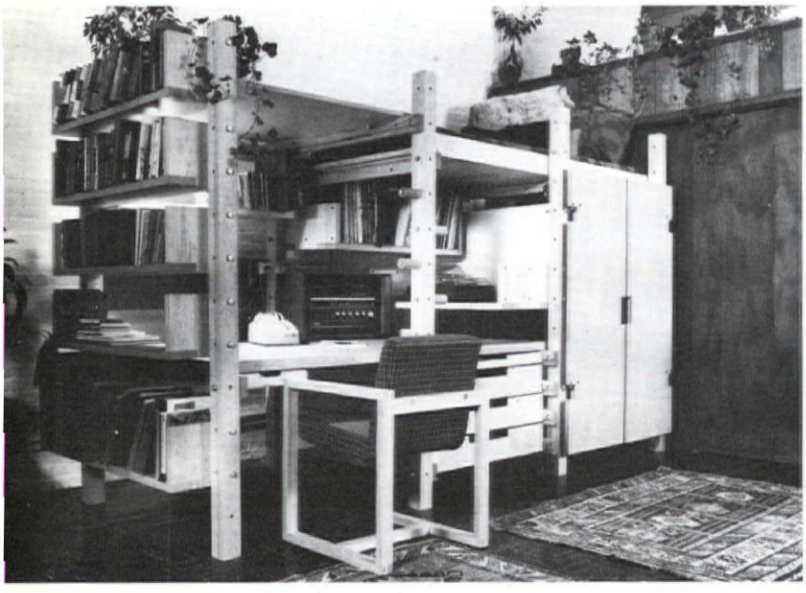
INDIAN VISUAL TRADITION BECOMES AVANT-GARDE

Transforming the traditional into an avant-garde experience, Karl Mann, dynamic head of Karl Mann Associates and a talented artist, has drawn on the mystical, traditional themes of India for Art Bizzarre, the first collection of wallcoverings to bear his personal signature. Shapes are familiar, yet never quite leave the realm of imagination, creating a surreal atmosphere heightened by a vivid palette. Circle No. 200.





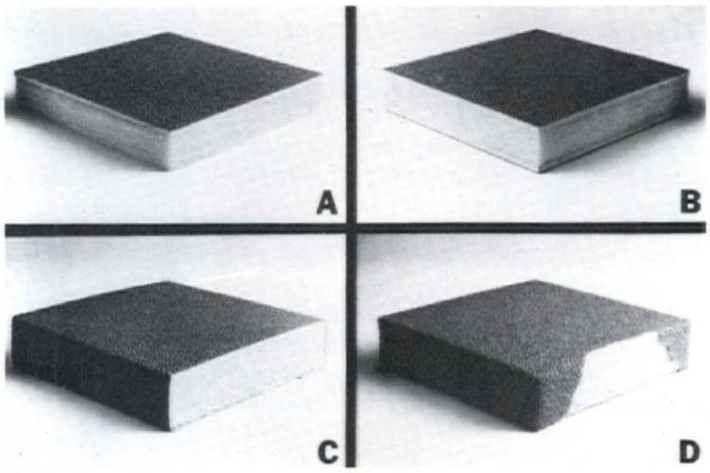
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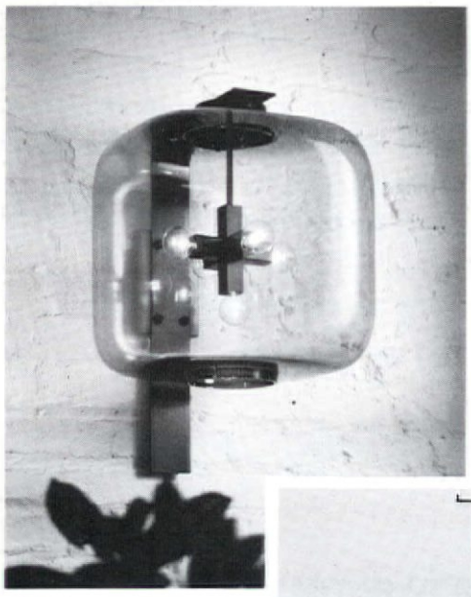
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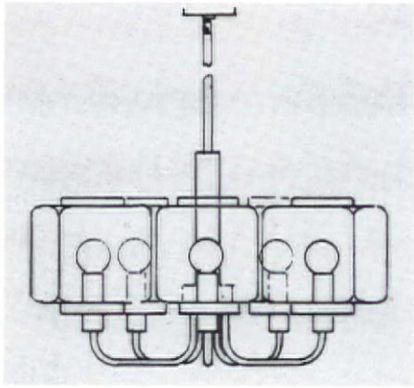
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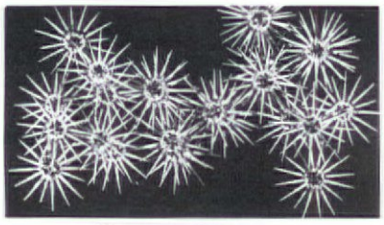
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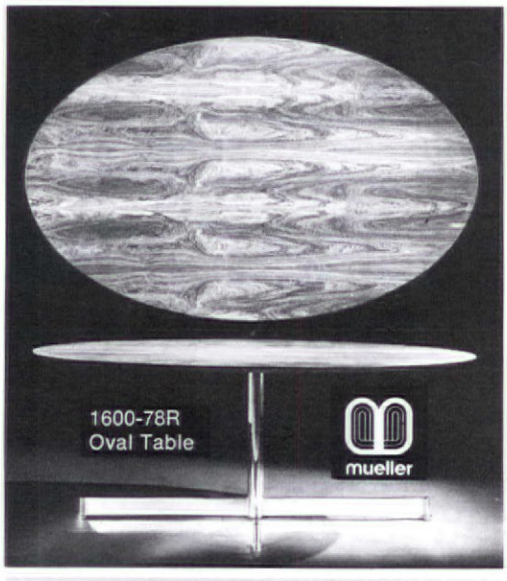
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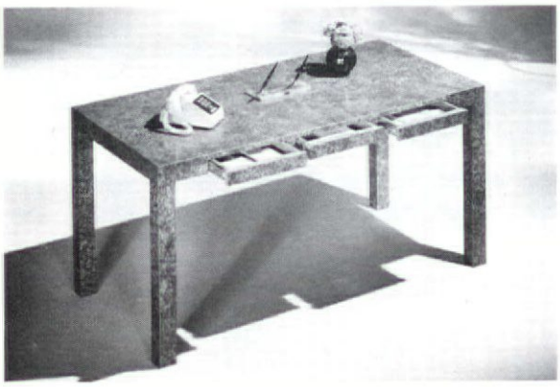
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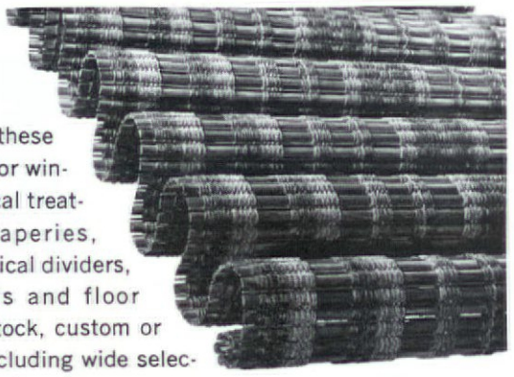
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For a deluxe showroom tour, call John Williams at 312/467-1151 for an appointment. Or drop in unannounced at 325 N. Wells Street.

We'll make you welcome! Meridian Incorporated, Grand Haven, Michigan 49417.

Meridian Island Display: Consists of 72" x 36" 9000 Series Hi-Silhouette Desk; Capsule Executive Chair; Capsule Side Chair; a brace of Wideside Files; Corner Partition; rug; polished raised base. Partitions, files and desk all feature exclusive color-coordinated M-Tex finish.



Welcome to NEOCON. And Meridian!

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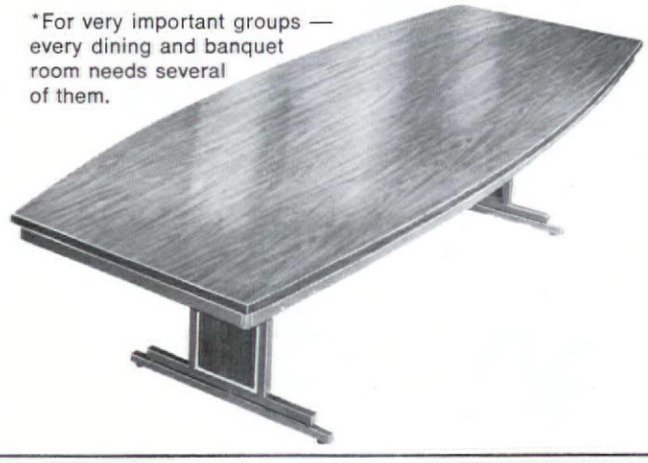
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ASIDE FROM THE FACT THESE CHAIRS ARE BEAUTIFUL, THEY ALSO STAND UP TO ALCOHOL, BURNS AND BOTTOMS.

It's not too hard to make contract seating beautiful.

The trick is to make it so it stays beautiful over a period of time. And at CBI, we've turned the trick.

First, our chairs haven't got a drinking problem.

Because we cover them in vinyls and fabrics that resist just about everything from water to alcohol.

(And if you happen to be using them in a bar, lounge, hotel or motel, you know what a big difference this can make when it comes to standing up through many years of happy hours.)

But even more important, our chairs don't smoke.

The cover and inner core are flame retardant, as well as self-extinguishing.

So we now meet all safety regulations for government buildings and airports.

But all these things alone can't possibly keep a chair young and beautiful.

If the frame won't stand up to bottoms, then it will look old and ugly before its first birthday.

With CBI seating, this is one more thing you never have to worry about.

We were one of the first companies in America to use the rigid polyurethane technology.

And our reinforced one-piece molded frame is one of the strongest in the contract seating industry.



There are no glue joints to separate, because there are no joints.

And there are no screws to pull loose, because there is nothing to screw together.

But as you can see, making our chairs strong doesn't make them ugly.

Our advanced production technique gives us designs never before possible in an unlimited combination of colors and covers.

We could fill the pages of this book with all of the variations available.

For hospitals. Colleges. Offices. Reception areas. Lounges. Bars. Restaurants. Hotels and motels.

We have bar stools, sofas and bunchers with tables to match.

We have executive chairs and office chairs.

We have chairs that tilt, swivel, go up and down.

And, believe it or not, the polyurethane technique that gives our chairs their strength and beauty doesn't make them cost any more.

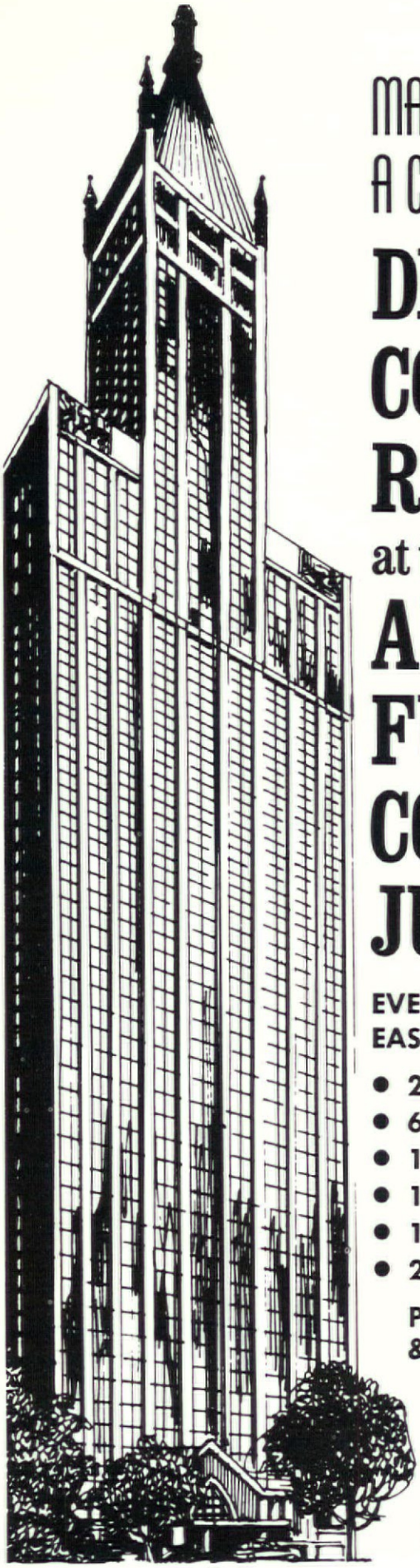
In fact, it actually makes our prices more competitive.

Which makes CBI about the best value you'll find in contract seating.

And in the end, that may be the most beautiful thing about it.

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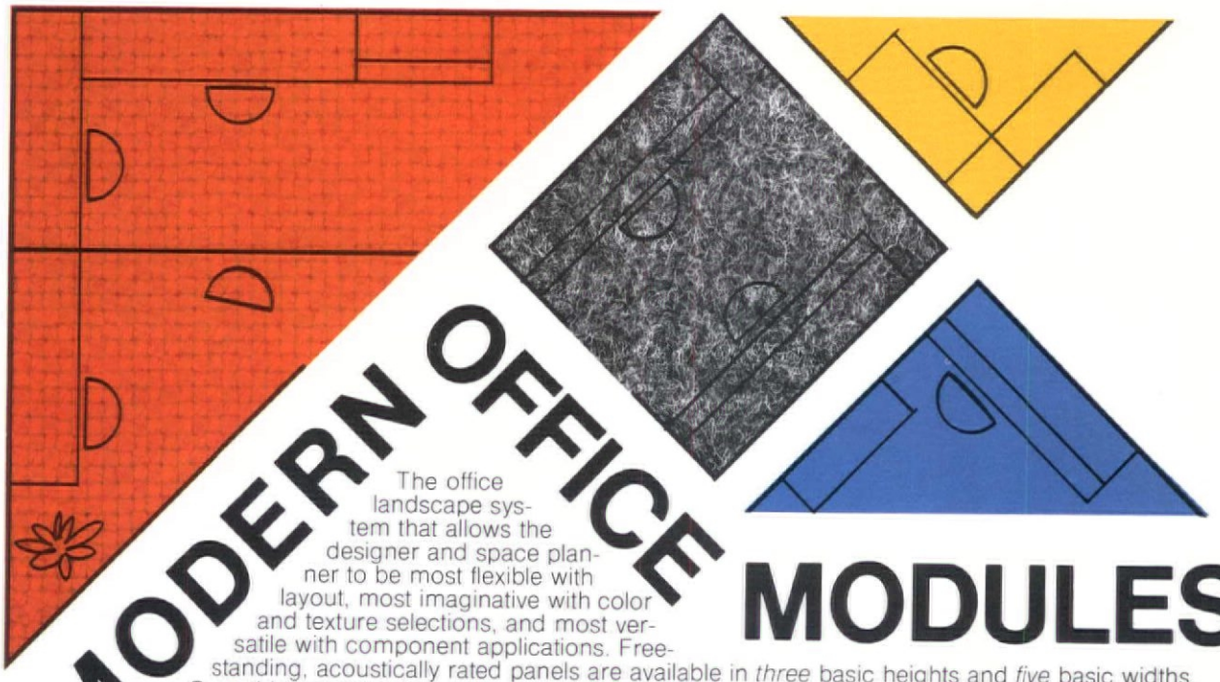
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We designed the Harbor Side File® with the idea that a business has more than one filing need.

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Or filing in any combination of both . . . regular or hanging.

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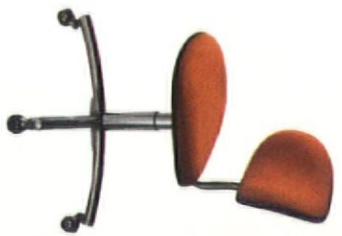
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Chairs on a pedestal

HARTER



Chairs for secretaries

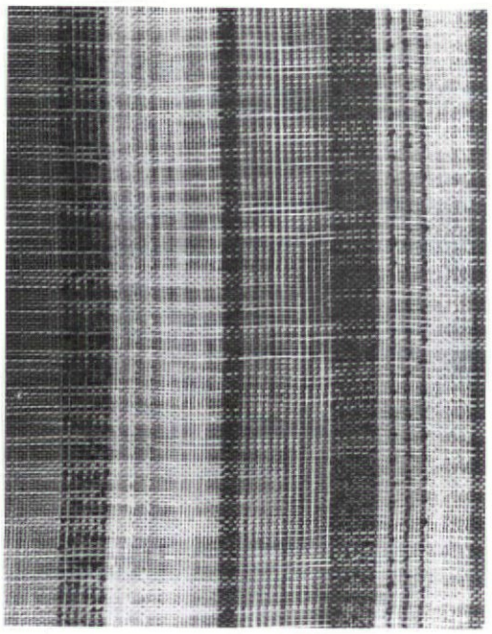
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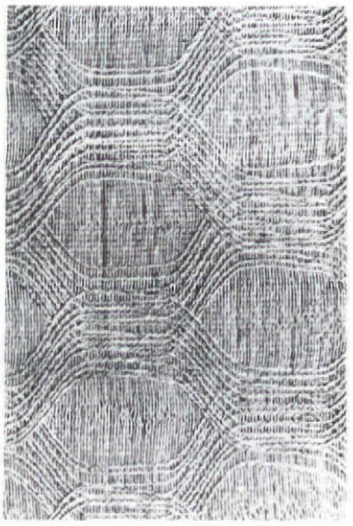
MOLDED PLYWOOD DEFINES LINES IN LOUNGE CHAIR

Plydesigns, Ltd., Canadian furniture manufacturer headquartered in Orono, Ontario, features this molded plywood lounge chair. Designer Thomas Lamb of Toronto created the cantilevered sled-base chair, using the natural finish of the plywood to correspond or contrast with leather, vinyl, or nylon fabric upholstery; the design can also be covered in customer's own material. Exposed bolts punctuate the curved lines of the lounge seat, termed item number 950. Circle No. 203.

MODACRYLIC FIBER DRAPERIES ARE FIRE-RETARDANT



Contract draperies with the distinctive look of acrylic fiber content and the new performance feature of fire-retardancy have been realized through use of Monsanto Textiles Co.'s SEF modacrylic fiber. Fox-Wells, Polylok, and Riverdale are among the leading producers, offering woven, knitted, and Malimo constructions in a wide range of styles, from Saran warps to leno weaves to casements. A few of the many styles are shown here, available in a variety of colorways and 48-in. widths. Circle No. 204.





LIST OF CONVERTERS

Mill — Fox Wells
Schumacher / Waverly
Design Tex
Huntington Products
Pacific Converters
Castex
Consolidated
Universal
J. M. Alexander
Haag Bros.
Raphael
Thortel
Bloom
Melco
Enmess
Frankel
Edson / Despey
P. Kaufman
Wesco
Fame
Richloom
Portage
Slatkin
Robertson Factories
American Draperies
David & Dash
Penco
Maharam
M. H. Lazarus

Mill — Polylok
Maharam
Design Tex

Mill — Heidenberg
Swavelle
Wynmore

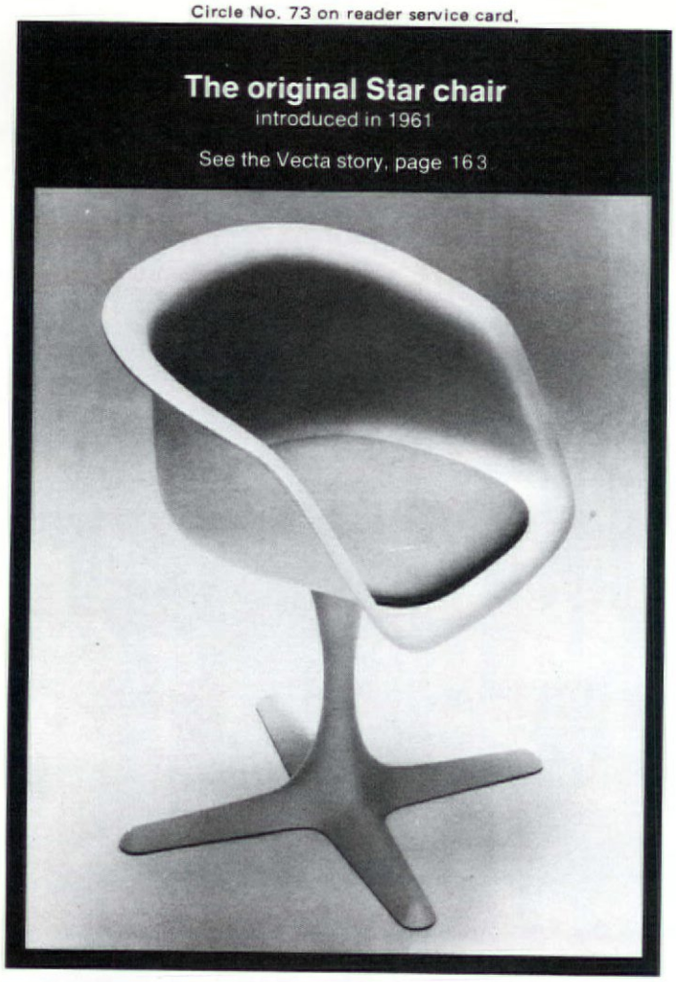
Mill — Superior Lace
Riverdale
Kaufman

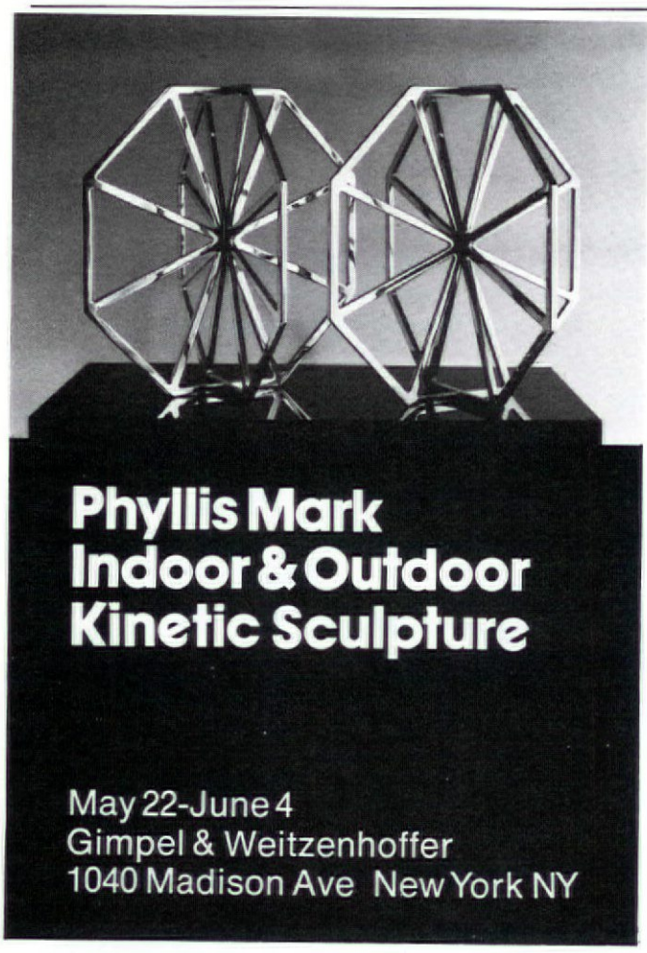


The BONAPARTE *a functional, durable motel-hotel furniture grouping in the French Empire style is enhanced with antique brass hardware and black pilasters accented with gold trim. All top surfaces are high pressure plastic laminate with medium brown teak pattern. A complete line of case pieces, seating and tables is available. Color catalog on request. R-WAY FURNITURE COMPANY, Sheboygan, Wisconsin 53081, Phone (414) 457-4833, Showrooms: Chicago, New York, San Francisco.*

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Circle No. 74 on reader service card

PRODUCTS & SERVICES

IMAGINATION COLORS CARPETS

E. T. Barwick Mills has introduced a new line of level-loop carpets created for use wherever special design effects are required. Tufted of 100 percent continuous filament nylon

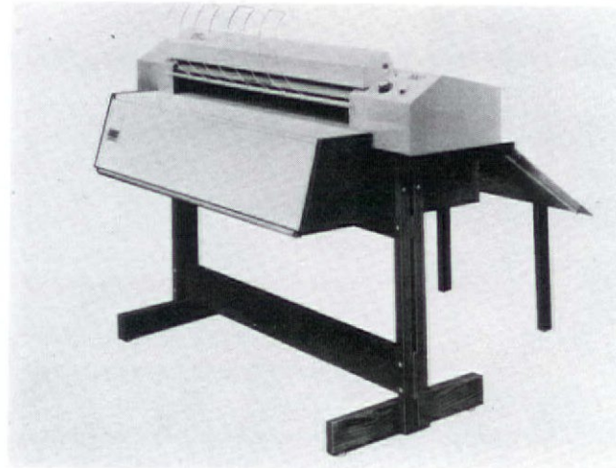


and rubber backed, all patterns are treated with Scotchgard Carpet Protector. Imagination and easy maintenance make these carpets particularly suitable for pediatricians' waiting rooms, primary educational installations.

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NEW WHITEPRINTER IS AUTOMATIC

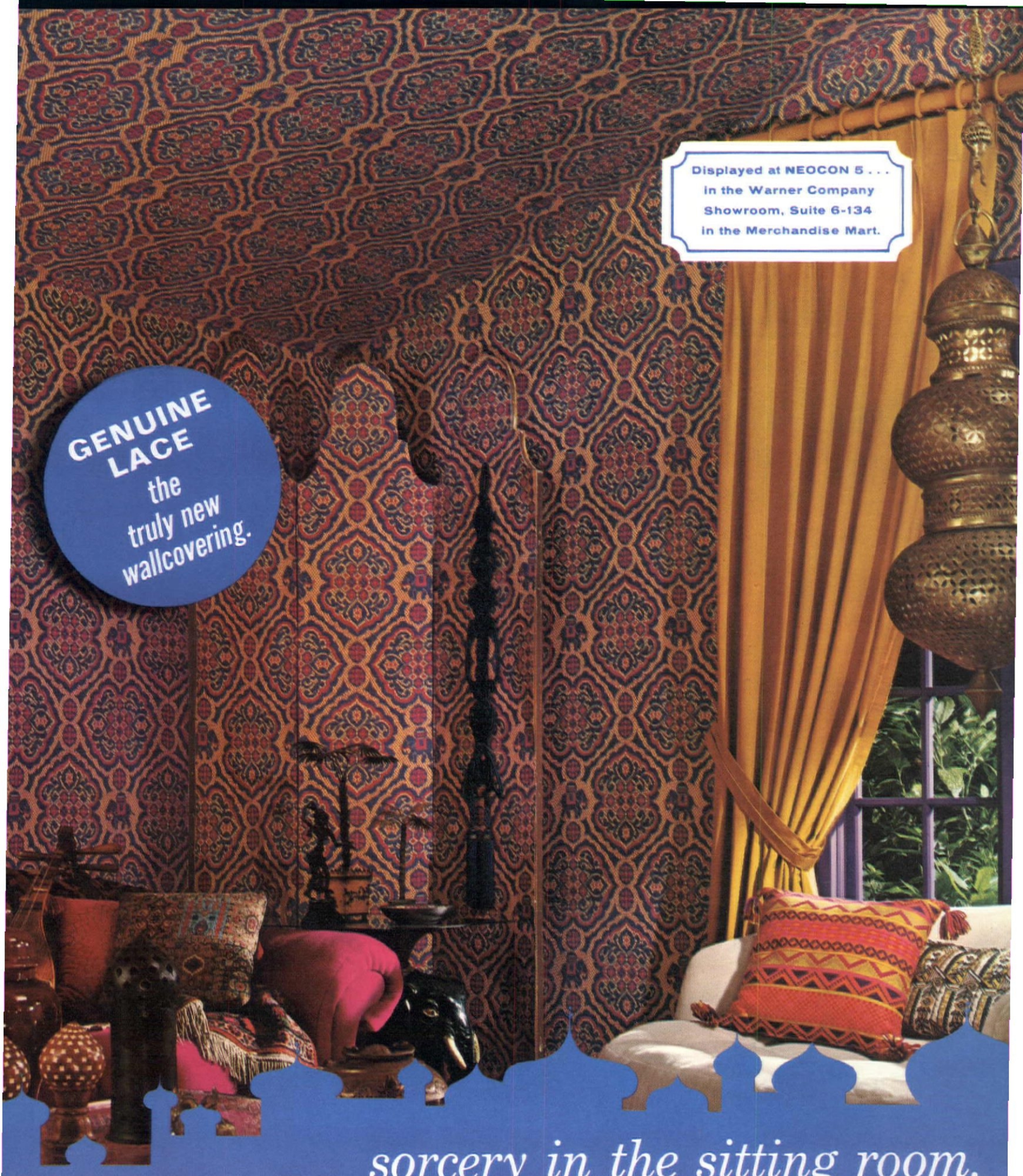
The Automatic 42 from Diazit Co., Inc. prints and develops dry diazo paper, film, foil, and sepia, 42-in. wide by any reasonable length in one step, by feeding original



and copy material into the machine. Finished whiteprint and original are processed automatically. Since dry ammonia development is used, no liquid enters the machine, and no special plumbing or wiring is required.

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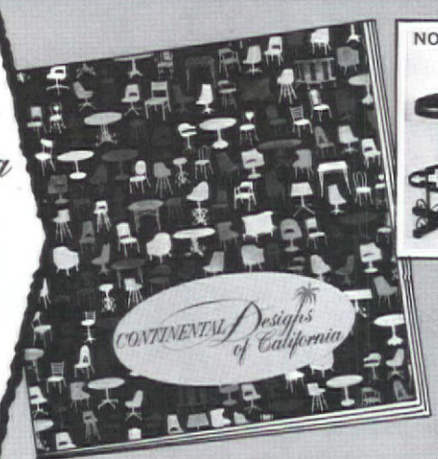

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MILSTAR, revolutionary concept in commercial carpeting developed by Milliken Research, offers unique features:

Longer Wear. Pile is fuse-bonded into vinyl plastisol, providing resilience and wear equal to or better than the finest tufted or woven constructions. Tuft lock is superior to any other cut pile construction.

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PRODUCTS & SERVICES

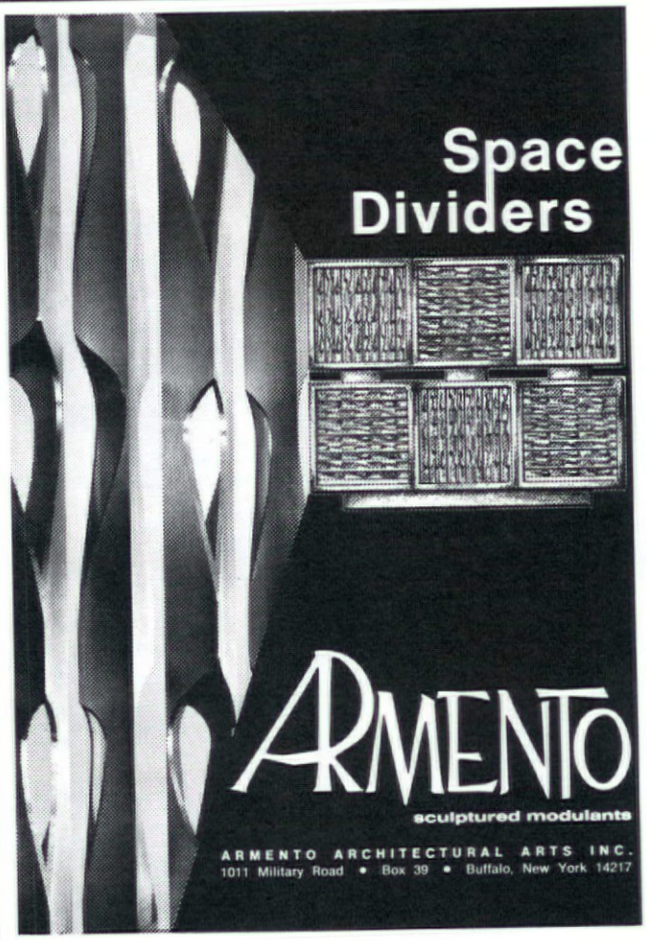
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PRODUCTS & SERVICES

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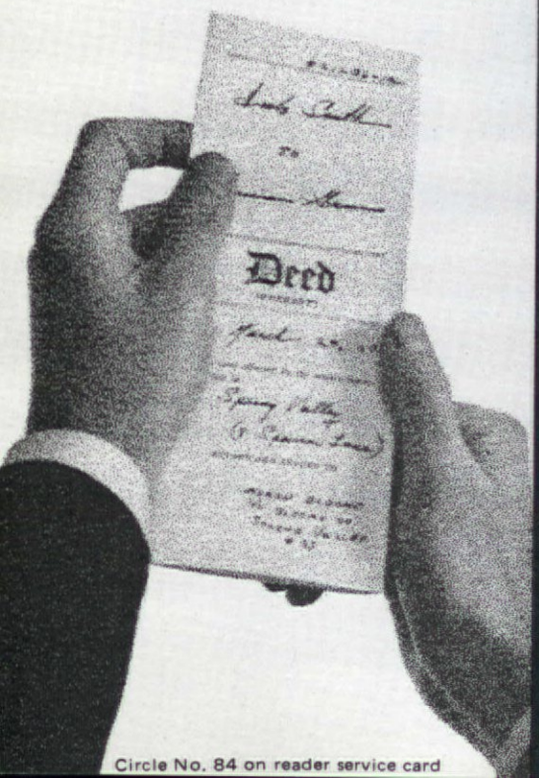
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Each tile is a full 3/32" thick. And its extra-deep embossing can handle much more wear than regular residential tile.

It's the kind of long-wear reliability a potential customer can see and feel for himself.

GAF Fashioncraft Tile. For a great first impression—and a lasting one too.

For more information, call your GAF Distributor or write: GAF Flooring Division, Dept. C-53, 140 West 51 St., New York, New York 10020.

gaf® Bright Future
VINYLFLEX® TILE

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PRODUCTS & SERVICES

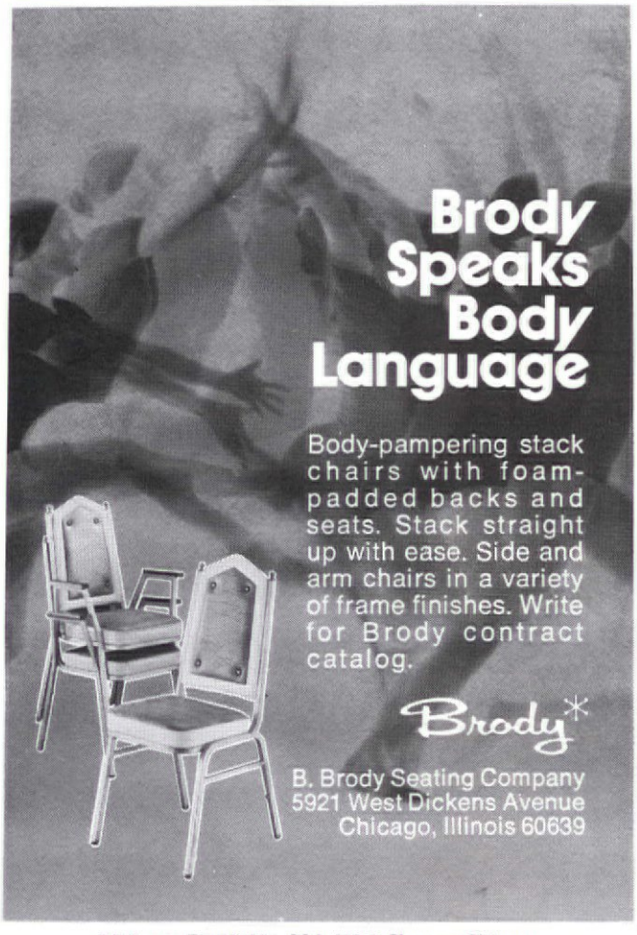
METHOD TO THE MADNESS OF MAIL

A touch of method in the madness of accumulating mail is provided with stackable letter trays by Rubbermaid



Commercial Products, Inc. Each is notched for easy access, constructed of high-impact styrene, and treated with an anti-static material for dust control.

Circle No. 163 on reader service card

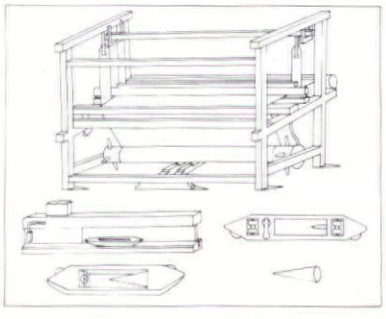


Visit our Booth No. 904, NRA Show – Chicago

Circle No. 85 on reader service card

Isabel Scott Fabrics

FREE:
A Copy of an Historic XVIIIth Century Engraving.
Graven directly on a copper plate, this beautiful and fastidious drawing from Diderot's *Encyclopédie* shows the state of the art of weaving in the mid-eighteenth century. It shows in detail a revolutionary invention of the time—"the flying shuttle" patented by the Englishman John Kay in 1733.



The first shuttle that didn't have to be thrown by hand and crossed the loom by mechanical means, it truly transformed the art of weaving by saving time, increasing productivity and permitting a wider fabric.

Write to Isabel Scott Fabrics for a complimentary large reproduction of this landmark engraving suitable for framing.

Isabel Scott Fabrics
Department CM
979 Third Avenue
New York 10022

Circle No. 86 on reader service card

Ozite carp







CRUSH RESISTANCE

Ozite carpeted the Baltimore Zoo with its new Colony Point carpet of HERCULON* olefin fiber. First came the elephant test. Result . . . not even 7,000 pounds of pachyderm could make a lasting impression on Colony Point's tightly packed pile of HERCULON. So bring on the heavy furniture!

*Hercules registered trademark



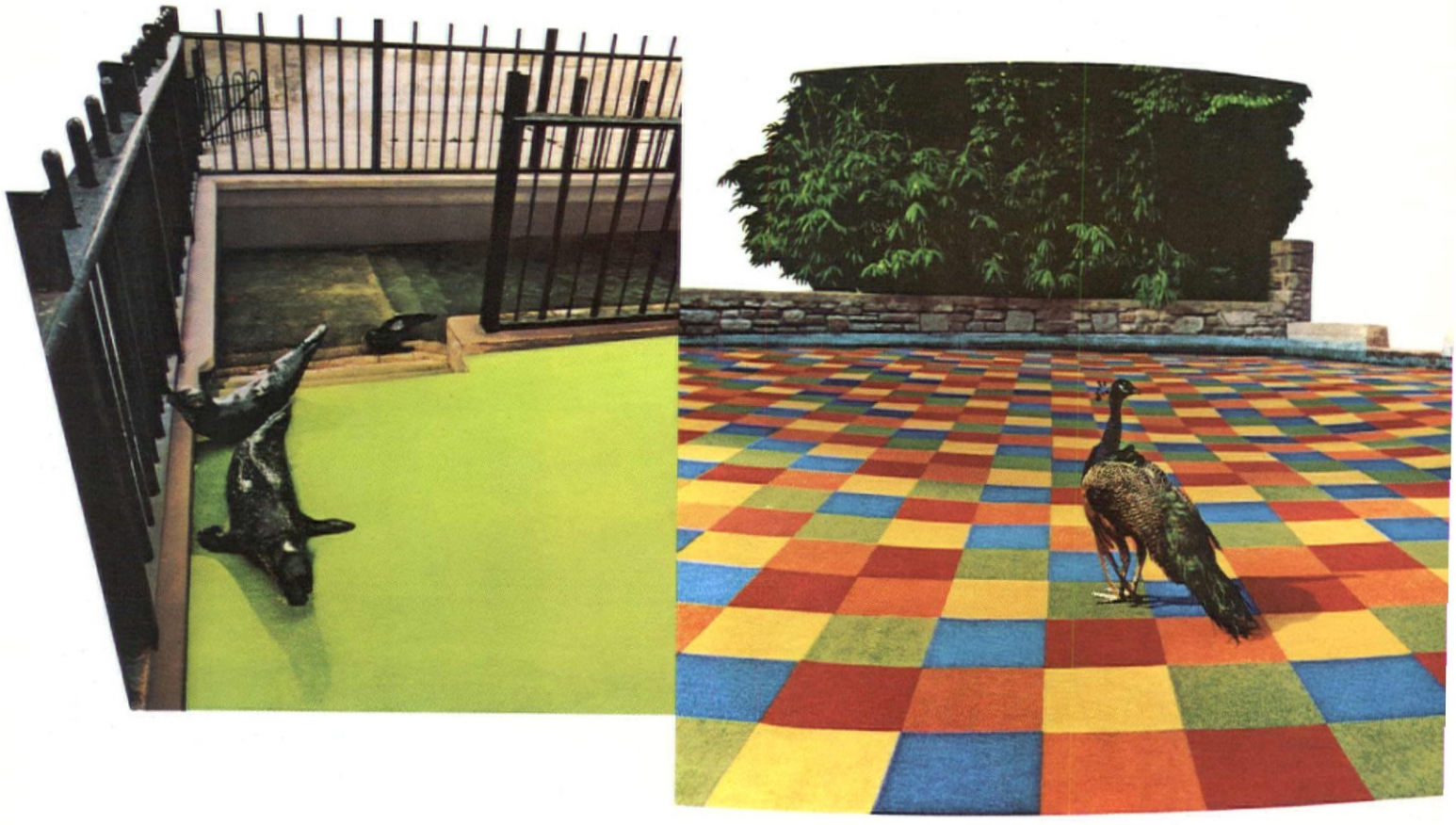
SNAG RESISTANCE

We even threw Colony Point carpet to the lions. But it took it all in stride, without a snag. Because of Colony Point's revolutionary new no-snag construction, even the king of beasts couldn't unravel its textured beauty. So why worry about little kids?



Ozite® "Colony Point" made with pile of HERCULON.® A

ets a zoo.



MOISTURE RESISTANCE
We let a group of happy, fish-loving seals throw a picnic on new Colony Point carpet of HERCULON. But it was easy come . . . easy go. HERCULON resists moisture, so all kinds of messy stains clean up fast.



BEAUTY
The resident peacock was justly proud of his wide range of colors. Until Colony Point's dazzling array of carpets and carpet tiles put him to shame. That may be a mean way to treat a peacock . . . but what a beautiful way to treat your installations . . . indoors and out.

Ozite's new textured Colony Point carpet held up beautifully at the Baltimore City Zoo. Isn't that the kind of carpet you want when specifying for schools, hospitals, office buildings and other installations that demand extraordinary toughness and good looks?

Contact Ozite for samples and details.
Ozite Corporation
Libertyville, Illinois 60048

whole new way of looking at indoor/outdoor carpet.

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Circle No. 88 on reader service card

Robert Sonneman Designs
Floor lamps, table lamps, and ceiling fixtures.



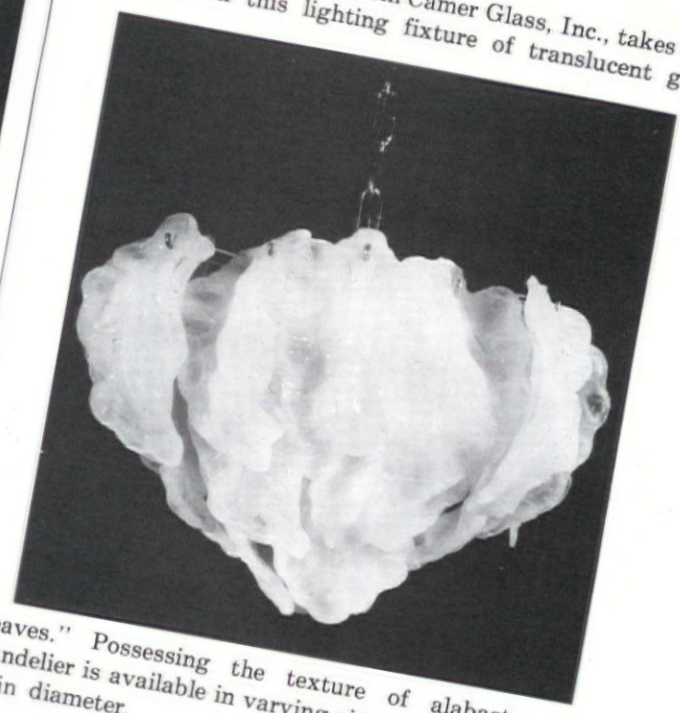
LA8133. 12" diameter ball rotates in a polished chrome band. Height adjusts from 58" to 77". Anodized black reflector cone available in red, white, black, yellow or orange baked-enamel finish. Built in high-low dimmer switch. Uses a 75 or 150 watt flood.

lighting associates
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PRODUCTS & SERVICES

DECORATIVE LIGHTS ARE HAND-BLOWN

Rich, hand-blown glass from Camer Glass, Inc., takes on a new look in this lighting fixture of translucent glass



"leaves." Possessing the texture of alabaster, this chandelier is available in varying sizes, from 14-in. to 22-in. in diameter.

Circle No. 164 on reader service card

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Van San Lecterns are the very best available. They are hand-crafted from the finest woods and architectural veneers...hand-sanded and hand-rubbed to an elegant finish.

Van San Lecterns are the perfect compliment to that conference room, auditorium, hotel, convention center...wherever.

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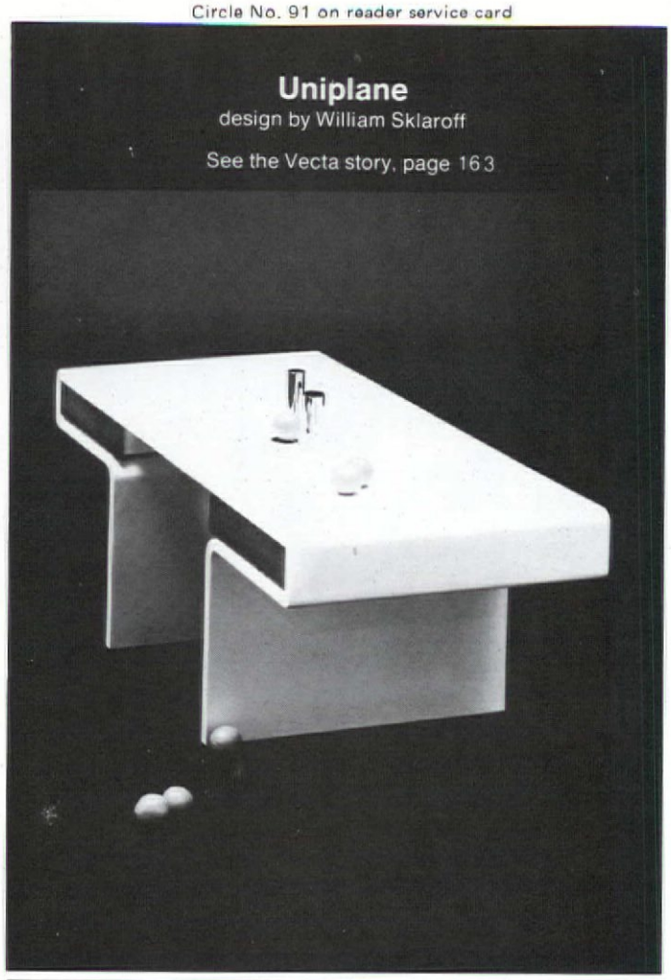


Circle No. 89 on reader service card

Circle No. 90 on reader service card ▶


American Seating's
Solar Table Group
Designed by Robert Schier
Triangular columns of
gracefully sculptured steel. Beautiful
tops in a variety of shapes, sizes,
colors and patterns.
Write American Seating, Dept.C-772,
Grand Rapids, Michigan 49504
for catalog or visit Space 1698,
Merchandise Mart, Chicago.

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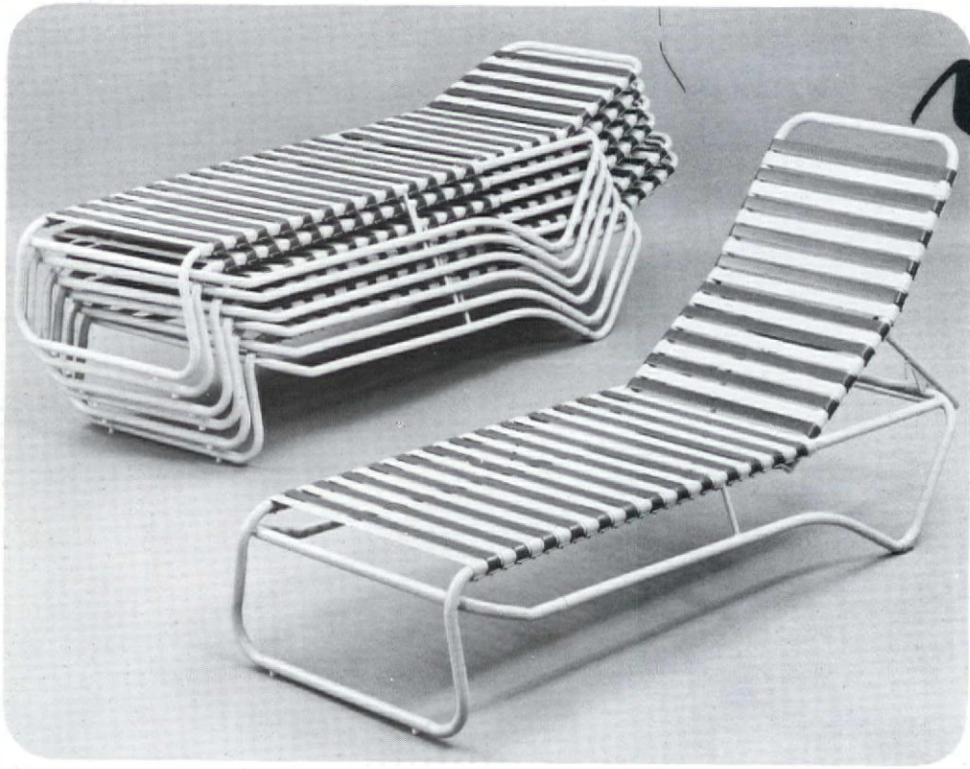
PRODUCTS & SERVICES

SIMPLISTIC STABILITY IN TABLE BASES

Black acrylic enamel columns, firmly anchored to formed steel bases finished in brushed chrome, afford contemporary styling and low cost to Hamilton's new pedestal table bases. Additional stability through use of a steel tie-bar eliminates cumbersome supports for bi-leg bases.



Circle No. 165 on reader service card



the
Mesa
all aluminum stackable by Mallin co.

JOINING OUR POPULAR MESA SERIES. A CHAISE THAT DOES IT ALL. ADJUSTS TO 5 POSITIONS, STACKS, AND FASHIONED IN ACRYLIC ENAMELED ALUMINUM. COMPLETE CATALOG ON REQUEST.

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Circle No. 93 on reader service card ▶



Flintkote's design for elegant living...

Flintkote brings the outdoors in with Rutherford™ Brick —a floor you have to see (and touch) to believe.

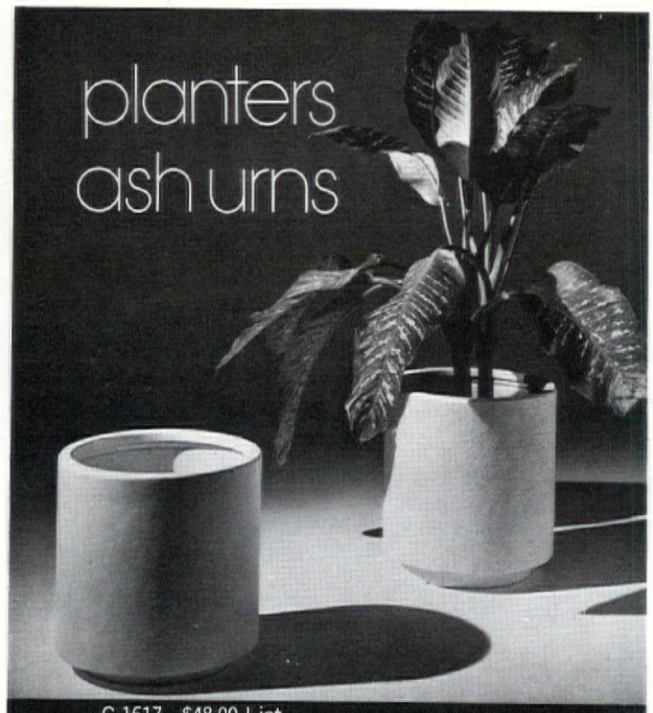
A kitchen now can be as warm and inviting as the foods served there. That is, when the floor is Rutherford Brick. ☐ Part of Flintkote's Vinylcraft II series, Rutherford Brick is more like kiln-fired brick than reinforced vinyl. The authentic brick-like pattern is fused (not embossed) into each 12" x 12" tile. The result —three-dimensional texture and realism with a welcome breath of the out-doors. ☐ For any installation . . . commercial or residential . . . on, above and below grade. SIZE: 12" x 12" in 1/8" thickness.

FLINTKOTE® FLOORING PRODUCTS

480 Central Avenue, East Rutherford, N. J. 07073

*All **NEOCON** Attendees invited to a fantastic Stained Glass and **Flooring** exhibit at The Flintkote Showroom, 13/126 Merchandise Mart.*

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Over 100 designs.
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PRODUCTS & SERVICES

ENTRY IS FORMAL, ELEGANT

Made of select, solid, kiln-dried rosewood, "Regency," hand carved for Elegant Entries' Masters Collection, lends formal simplicity to its surroundings. 1-3/4-in. thick and of



dowel construction, the product arrives completely finished, with antiqued, hand-rubbed Scandinavian Oil, and is manufactured in several sizes. Shown here with optional side panels.

Circle No. 294 on reader service card

MONO FACADE

Create a modern stele with the first deeply dimensional tile for interior and exterior use.

Mono-Facade: a sculptural wall of tile, vibrant with color, dramatic with the play of light and shadow on its raised surfaces—yet minus the distraction of the grout grid. Bas relief designs are unlimited with the raised and flat tiles in coordinated colors and textures. Sales kit available with endless interchangeable possibilities—10 neutral background flat tiles, grout matching, and 63 raised colored surfaces. Plan it yourself!



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Sunar all Systems

Introducing F-2

It's a natural extension of the first wood system we developed. And even after six years, that original F System remains practically unchanged today.

F-2 consists of tables finished in white, doeskin and standard oak. With interchangeable drawers from our S and PAS Systems.

Each of our five Systems was designed by Douglas Ball. Each fulfills a specific function. But all are interrelated. Hence . . . Sunar all Systems.

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Showrooms and representatives throughout
United States and Canada

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Circle No. 97 on reader service card



PRODUCTS & SERVICES

RATTAN SET CONSTRUCTED BY HAND

John Caldwell has designed this informal dining set out of rattan for Calif-Asia. Called Queensgate, it is produced completely by hand. The unique joinery of the side chair



rails to the top of the back is augmented by a straight-line design format. The seat is woven rattan peel and all joints are wrapped with peel. Finishes include pecan, house and garden, and hand-glazed antique.

Circle No. 295 on reader service card

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No. 232 high styled adjustable swivel chair. Back adjusts from typing to lounging positions. Patented Height Adjustment. Built-in shock absorber. Companion matching visitor's chair. Wide range of shell colors including fabrics and vinyls permit interesting color combinations.

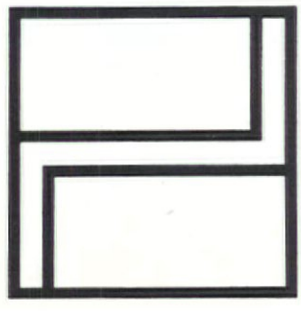
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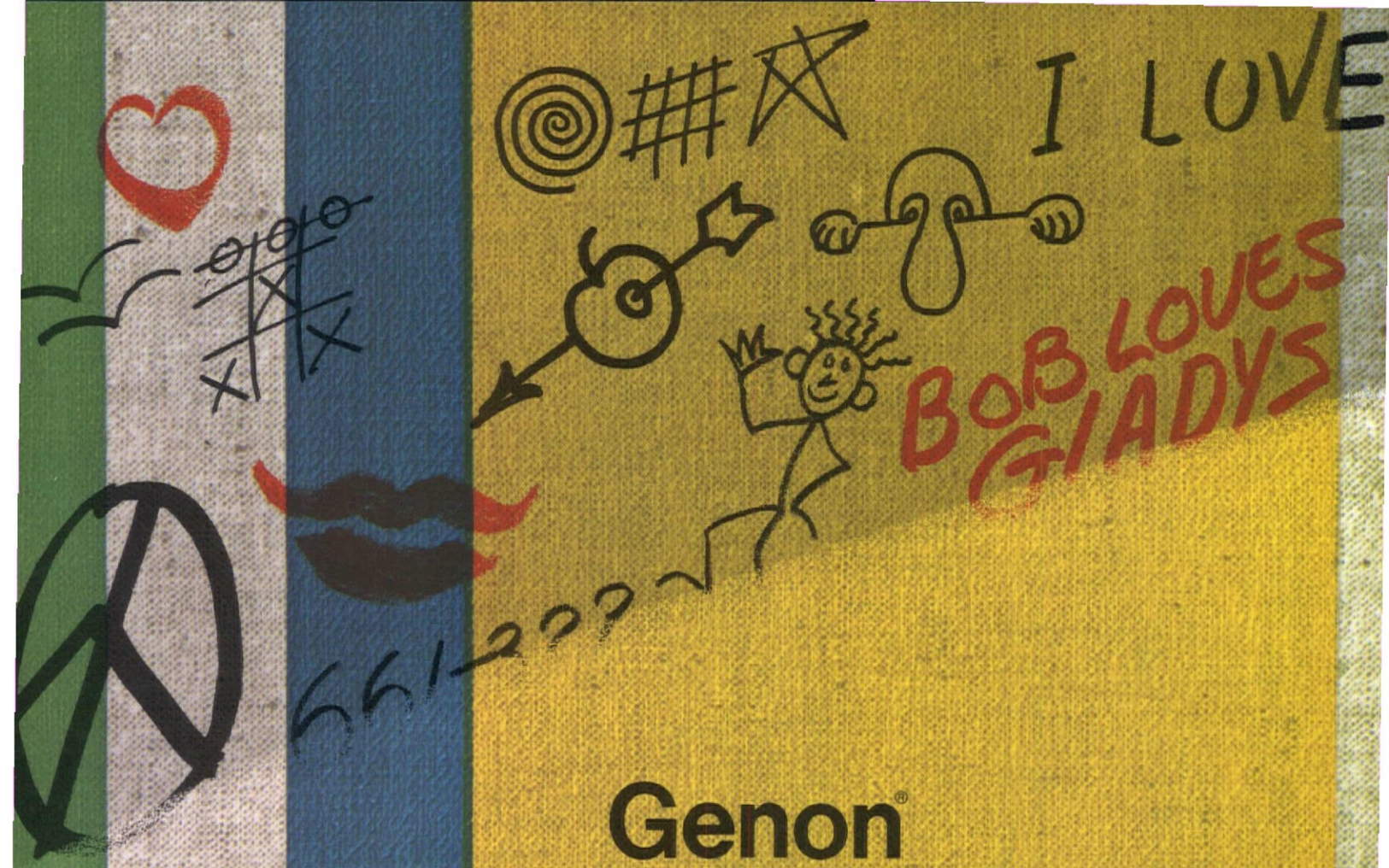
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Genon® with Tedlar®. The ultimate wall covering.

Shielded Genon with DuPont TEDLAR has everything. Everything a wall covering needs in just about any commercial or institutional interior.
It has *cleanability*. An invisible TEDLAR shield protects the wall covering from virtually all stains: oil, grease, ball point ink, lipstick, crayon, food stains, chemical agents. Cleaning is easy, and strong detergents and cleaning materials won't harm it.
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architects, designers
and dealers:

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There are 33 of us CMA members, grouped together on 7 idea-filled floors in The Merchandise Mart. For three days in June, we'll give you a CMA cup and fill it with coffee, tea, wine or whatever you like your cup to runneth over with. At the same time, we'll fill your head with exciting new ideas in the contract field. In every one of our showrooms, you'll see styles and prices to suit every client from a two-man office to a new corporate headquarters, from a MacDonald's to "21." For the most comprehensive mind-blowing display of contract goods, as well as rather pleasant contact, conversation and camaraderies, we urge you to spend June 20, 21 and 22 in the following way: walk quickly and carry a big cup. Ours.

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CMA
Contract Manufacturers Association
The Merchandise Mart, Chicago
The center for contract interior furnishings.



After you've nourished your mind at our showrooms, you're invited to nourish your body at one of the following great Chicago restaurants, and have a drink on CMA. Kinzie House, Jacques, and La Tour.
Cheers!

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Conquer a whole new market



Namely, that vast no man's land of general office desks. You architects, designers and decorators have achieved stunning victories at the executive level. But you may have seen little profit or challenge in specifying the accessories for the horde of desks below the summit.

Eldon has changed all that. With a line of low priced accessories that can live up to your reputation. A **complete** coordinated line that gives you a wide choice of colors and trim combinations.

We don't believe there's any excuse for an ugly desk. Which may explain why Eldon now sells more desk accessories than anyone else.

Write for our free Catalog Kit. It'll give you ideas.

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☐ Ask your representative to call me.

☐ Please send me your free illustrated catalog and decorator kit.

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Go landscape... with the soft, quiet beauty of Acousta-Screen®

"The Sound of Silence"



SERIES 300

Today's trend toward office landscaping is dependent upon a functional, decorative and moderately priced acoustical screen.

Our "ACOUSTA SCREEN" Series 300, "the sound of silence" is North America's finest space divider encompassing the basic requirements and meeting those of the most demanding architects and space planners.

Straight and curved screens are available in a variety of heights and widths, upholstered or with exterior walnut trim. Also custom-designed to your needs at moderate cost.

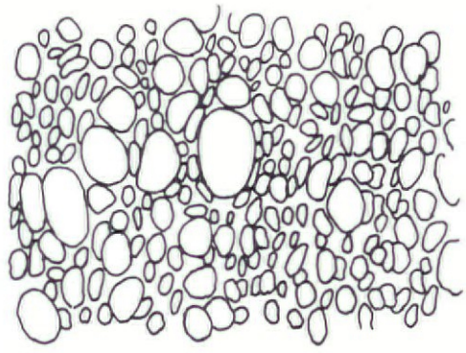
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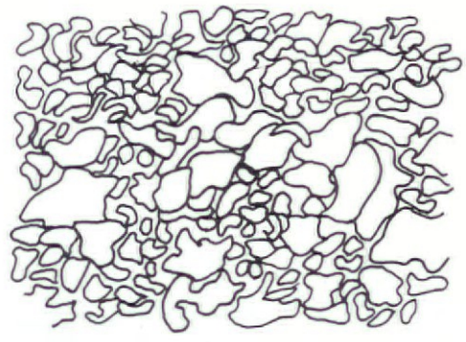
Circle No. 104 on reader service card

PRODUCTS & SERVICES

UNDERLAYMENTS GET BACK INTO SHAPE

General Felt Industries offers a variety of underlayment material for contract use, including Step Fastbac, a nonallergenic sponge rubber cushion which will not support vermin, and Rubber Step, a waffle pattern felt cushion. The diagram on the top shows General Felt's



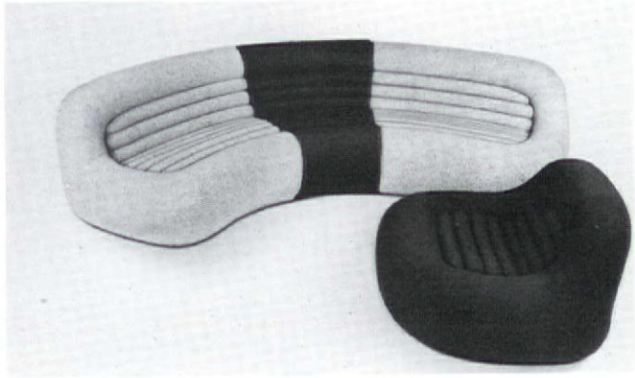


new globular cell structure urethane carpet cushion, designed to resume original shape faster than the elongated cells of the conventional urethane shown at bottom. (These diagrams were inadvertently placed incorrectly in 3/73 CONTRACT, "Underlayment's Primary Job is Support, Degree of Flex Governed by Traffic.")

Circle No. 296 on reader service card

REMOVEABLE SECTION AIDS MAINTENANCE

In a break with traditional rectilinear seating, Carrera, from Edwin Buzan Inc., combines high density foam



construction with a full range of fabrics and leathers to produce innovative, fashionable seating. Center ribbing pulls out for easy cleaning or replacement.

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plus







A complete product group of wood library furniture. It's all here, "Plus". More than just tables, chairs, and carrels, WORDEN makes all the technical units also .... with design compatability throughout.

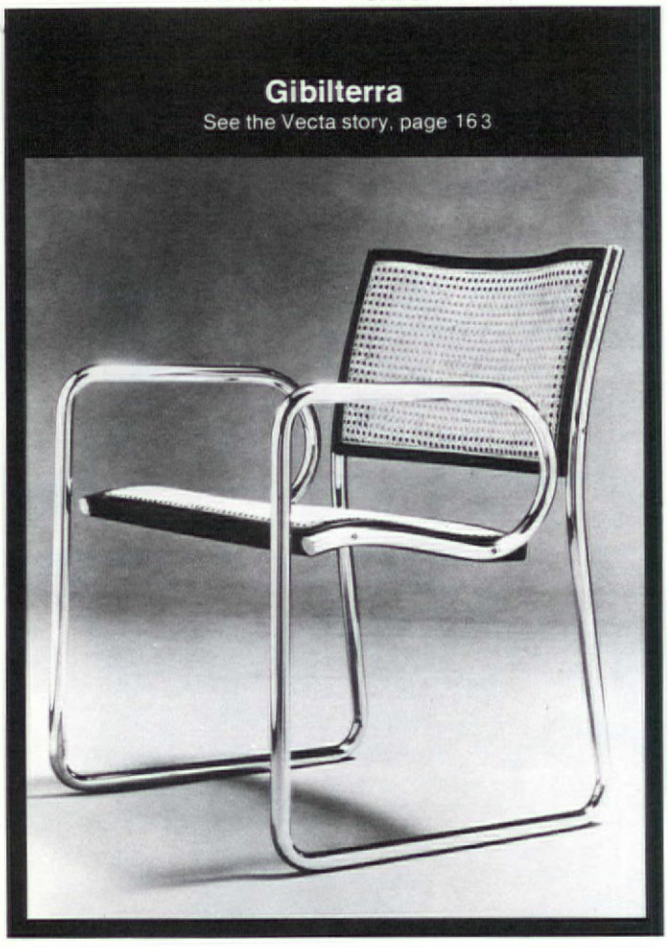
Poly-Blox lounge seating and Hugh Acton office chairs add more of the "Plus" to the WORDEN package. Write or call us.

See Sweet's Interior Design File

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Circle No. 107 on reader service card



PRODUCTS & SERVICES

TABLE SUGGESTS COLONIAL DAYS

English and French influence meld in "Montmorency" a colonially inspired coffee table in solid, knotty pine. Measuring 40-in. by 40-in. by 20-1/2-in. high, the piece has



a quartered top, and, as shown, combines with customary reception area furnishings (in this case "Chalet 'B' " bench). Both pieces are from Trouvailles, Inc.

Circle No. 298 on reader service card



DESIGNED TO COMPLEMENT CONTEMPORARY OFFICE DECOR

CONTEMPORARY

Correlated grouping in a variety of finishes and upholstery

JASPER SEATING

WRITE FOR NEW COLORFUL LITERATURE

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Circle No. 108 on reader service card



One of the attractive bedrooms carpeted in Patcraft's 100% continuous filament nylon with tight heat set to assure texture retention and long life.





The corridors are carpeted with Stereo . . . the optima blend of 70% Acrylic and 30% Nylon with Zefstat for static control.

Stouffer's Chooses Patcraft Carpet!

The guest rooms . . . luxury suites and accommodating corridors in the elegant STOUFFER'S ATLANTA INN are carpeted exclusively in PATCRAFT carpeting. "STEREO" was the carpet selected for the corridors since the basic requirement was a carpet tough enough to stand up under heavy traffic yet attractive enough to reflect the continuing beauty of this new, luxury Inn.

"STEREO" is as modern as Stouffer's Atlanta Inn!

Write for samples and complete specifications. PATCRAFT MILLS, INC., Dalton, Ga.

Patcraft MILLS INC.

Circle No. 109 on reader service card

The Wilson Art Look in laminated plastics.

Your ideas and our ideas look great together.

As an architect or interior designer, coordinated control of selected colors and patterns is critical to your design concept. Woodgrains, solid colors and abstract or geometric patterns should look exactly as originally intended.

With Wilson Art laminated plastics for furniture and fixtures, Wilsonwall Paneling Systems and Dor-Surf (Wilson Art high impact door facing material) you can be **sure** of achieving the design results you originally specified.

WILSON ART LAMINATED PLASTIC

Choose from over 150 woodgrains, solid colors and patterns. And an outstanding selection of true dimensionals that look as great as they feel. Match furniture and fixtures with other Wilson Art covered interior surfaces for total environmental control.

WILSONWALL PANELING SYSTEMS

Coordinate walls with one of four distinctive Wilsonwall panel systems. System #110 is a reveal system; #210, a standard V-groove; #310, a V-groove; with hidden moldings; and #610, a Class 1A fire hazard classification system featuring aluminum moldings. Each is available in the entire line of over 150 Wilson Art woodgrains, solid and patterns.

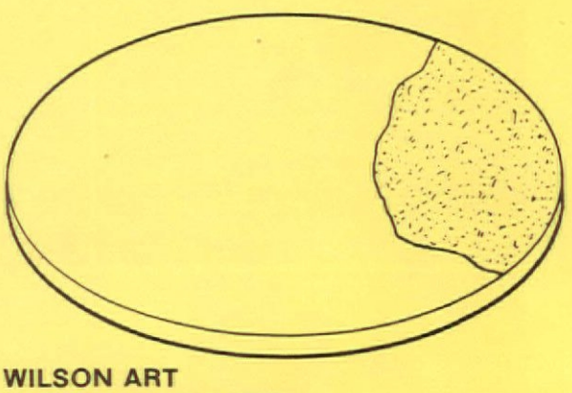
DOR-SURF (Wilson Art high-impact door facing material).

Doors in high traffic areas need DOR-SURF,® 1/8 inch thick Wilson Art door facing material. Exceptionally strong and abrasion resistant, it too, can be coordinated with all other Wilson Art covered surfaces.

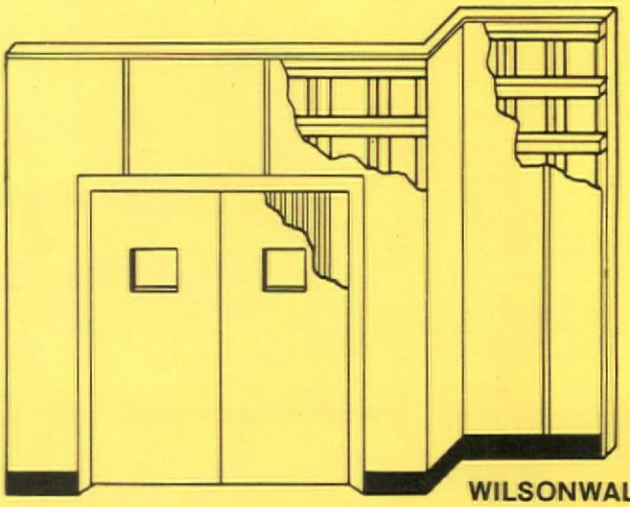
Simplify. Get it all together with the one source supplier, Wilson Art. For total interior coordination.

You'll see why we say: Your ideas and our ideas look great together. For more information, contact the Wilson Art Architectural Design Representative nearest you today:

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- Miami 305-822-5140
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WILSON ART LAMINATED PLASTIC



DOR-SURF® DOOR FACING MATERIAL

WILSONWALL PANEL SYSTEM 110

WRITE FOR THESE DESIGN AIDS:

Spec Data Sheets for: Wilson Art laminated plastics, Wilsonwall Panel systems and Dor Surf® (1/8" Wilson Art door facing.)



When the chips are down, you can depend on Wilson-Art.

Wilson Art® LAMINATED PLASTICS

RALPH WILSON PLASTICS COMPANY
ARCHITECTURAL PRODUCTS DIVISION
TEMPLE, TEXAS
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ANNOUNCING THE VIGOROUS NEW
GRACE TEXTURES
VINYL FABRIC WALLCOVERING



This handsome fabric-backed vinyl collection is tremendously versatile in its decorative applications. Choose from 23 patterns in 134 colorways, including color related stripes, patterns and textures that will enhance any decor. Grace "Textures" is extremely durable, also pretrimmed—scrubbable and easy to maintain. For further information write:

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PRODUCTS & SERVICES

PORCELAIN IS ARTISAN CRAFTED

Based on authentic porcelain designs now in the world's great museums, the new line of hand-decorated wash basins by Sherle Wagner Corp., lends the rich touch of





artisan craftsmanship to executive washrooms, elegant hotel suites. Blue Ming Blossoms is a rich blue with white flowers and coordinated faucets set in 24-carat gold plate; the basin is inset.

Circle No. 299 on reader service card

CARPET HAS AUTHENTIC PATTERN

A wilton carpet with an authentic Early American pattern, this 100 percent Acrilan acrylic pile product from Downs



Carpet Co., Inc. is available in seven colorations. Passes Federal Flammability Standards DOC-FF-1-70.

Circle No. 300 on reader service card

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When furnishings are scrubbed "steamed" or shampooed or when "do-it-yourself" sudsed powdered or sprayed much or all of the clinging, greasy grime goes deeper, temporarily out of sight, till it seeps back to resoil the surface.

When Duracleaned soil comes *OUT*

Duraclean's exclusive foam-absorption process keeps your clients satisfied with the furnishings you specify.



Laboratory Tests show the Difference



DURACLEAN removed 173.2 mgms. of dirt per sq. in. The soil was absorbed and held suspended by the foam . . . then REMOVED.



SCRUBBING removed 80.7 mgms., only 46% as much as Duraclean. Powder took out only 41% as much. Do-it-yourself ways: less or none.

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Duraclean International

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NEW YORK: World Wide Design House, 969 3rd Ave.
DALLAS: Pettigrew Associates, 2145 Trade Mart
DENVER: Kenny Argall, 1508 Merchandise Mart
CHICAGO: Hargri, Inc., 212-214 W. Kinzie St.
DETROIT: WARA Intercontinental Co., 20101 W. 8 Mile Rd.

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How we got here in the first place



Quick-like-a-bunny answers don't always work in today's complex world. Persistence pays.

Maybe that's why Rose acoustical screens were selected for the nation's first true expression of the Quickborner concept in open office planning at Purdue University.

And why the Rose persistence is paying off in installations for companies like Eastman Kodak, Humble Oil, Sperry Rand and Eli Lilly.

Rose persistence means careful design and construction of screens and file carts, planters, wall panels, tack-and-chalk surfaces . . . straight or curved, open or closed bases . . . wood, double-welt and black plastic trim.

Time is money. So write Rose Mfg. Co., 1602 Marshall, S.E., Grand Rapids, Mich. 49507. See how fast we begin being persistent.

ROSE

SHOWROOMS: Boston, Chicago, Dallas, New York, Philadelphia, San Francisco

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Space 1224-A



NESSEN LAMPS, INC.

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PRODUCTS & SERVICES

TIGHT FITTING MAKES GOOD SEATING

The Squeeze group from Tech Furniture is a modular seating series consisting of solid oak frames and Dacron-wrapped polyurethane cushions, that squeeze down into

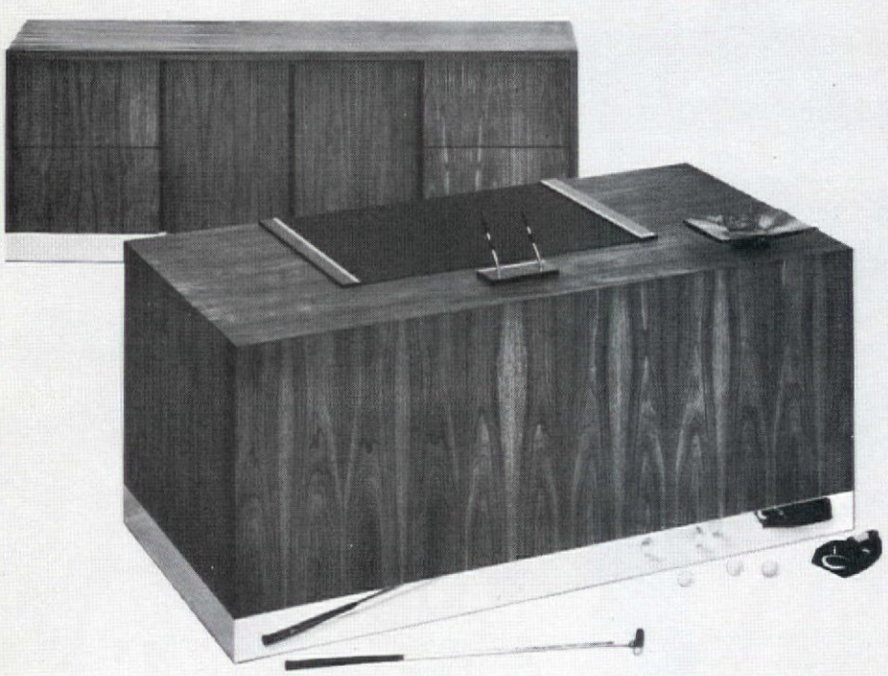


the frames to the floor, holding the frame firm. Square table can function as a corner table to connect two chairs, or as a free-standing coffee table. Through use of longer dowels, chairs can be ganged to form sofas.

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Tuf-Vin® puts a 5 year guarantee between you and the carpet.

Nothing ruins a carpet faster than dirt and friction . . . the daily grind you find under every chair in the office! That's why it pays to cover your carpet investment with Tuf-Vin Chair Mats.

Made from tough durable vinyl, Tuf-Vin mats guard against the wear and tear of abrasion, stains, heels and wheels . . . keep carpets wearfree and carefree. And remember, only Tuf-Vin has a five-year guarantee against cracking, chipping, shattering or nicking. They also eliminate warping and annoying turned-up edges found in ordinary acrylic and hardboard mats.

Tuf-Vin Chair Mats are available in both clear and decorator colors with textured surfaces in 14 different sizes to fit every desk and office layout. You can also specify *special* shapes and sizes for use in showrooms, check-out counters, teller stations and other high-traffic areas. Mail the coupon now for a free, fact-packed Tuf-Vin Kit.



Shale Gray Jasper Green Java Brown Sandstone Beige

Please send me your free Tuf-Vin Kit.
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Antron® makes carpe



practical in USC apartments.



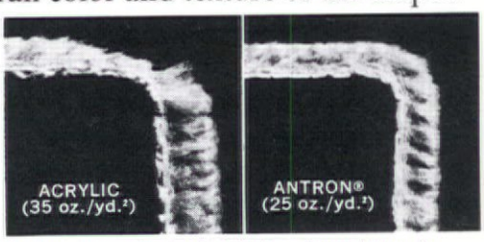
When the University of Southern California at Los Angeles planned the flooring for its new 14-story, 110-unit Apartment Tower Residence, practicality was one of the important considerations.

Floors in the apartments and hallways would be subject to heavy student traffic. Trunks, color TVs, even pianos would be moved in and out regularly. At the same time, softness was desirable, as was preservation of a feeling of newness and freshness.

Cannell & Chaffin, retained by the University as interior design consultants for the new building, recommended a low-profile carpet with pile of Antron* nylon. They based their choice on the wearing qualities and soil-hiding ability of "Antron".

The unique hollow filament structure of "Antron" optically screens out most of the appearance of soil. Instead of appearing as spots, soil concentrations tend to blend in with the overall color and texture of the carpet.

This together with the fiber's exceptional durability (see stair-edge test), and resiliency, gives carpet of "Antron" a fresh look that lasts.



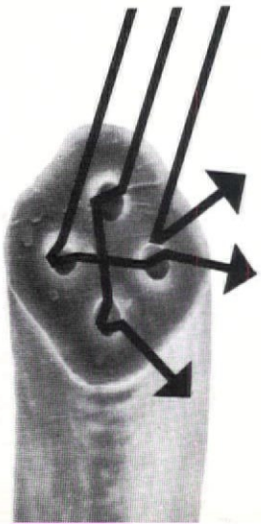
Abrasion test on simulated stair-edges shows pile wear in level-loop carpets after equal exposure.

Furthermore, maintenance costs are reduced by the need for fewer wet cleanings than with carpets of other fibers.

Wherever you want good-looking, tough-wearing commercial carpet, specify "Antron". It has no equal in long-term appearance retention.

For further information and a list of mill resources, write: Du Pont, Contract Specialists, Room 109C, Centre Road Building, Wilmington, Del. 19898.

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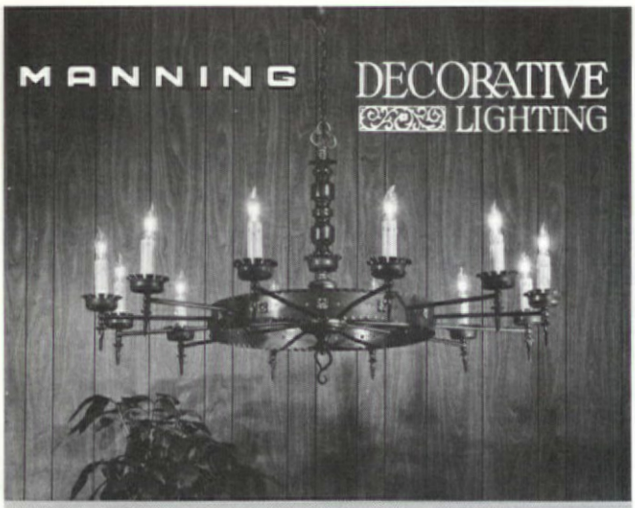


How "Antron" hides soil. Its filament structure is unique, as shown in this magnified (650×) cross section. The four precisely-placed hollow cores scatter light like the facets of a diamond to minimize the dulling effect of soil, while helping to retain color clarity and luster.

*Du Pont registered trademark. Du Pont makes fibers, not carpets.

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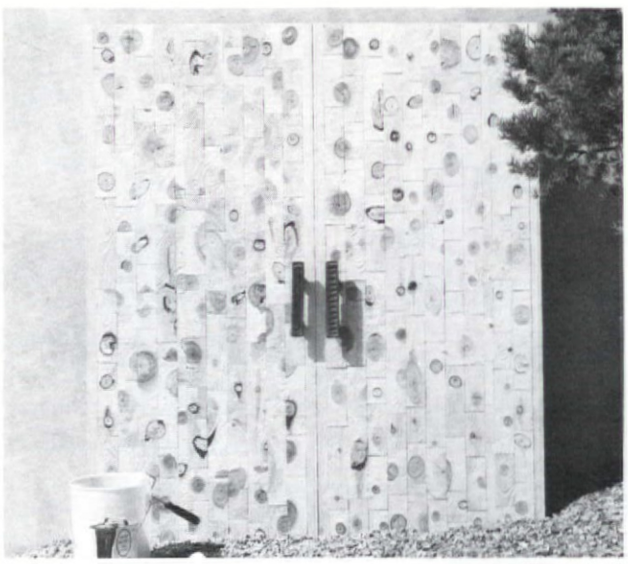
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PRODUCTS & SERVICES

KNOTS ARE POSITIVE ASSET

A product that appeals to the ingenuity and creativity in everyone, this rugged, knotty door from Whittlewood Corp. is immediately distinctive. Weighing about six pounds per square foot, it requires ball bearing hinges and



must be designed into an installation with a special frame. Laminated for strength, stability, and security, it is available with an optional Del Fuego finish, rendering it impervious to dents.

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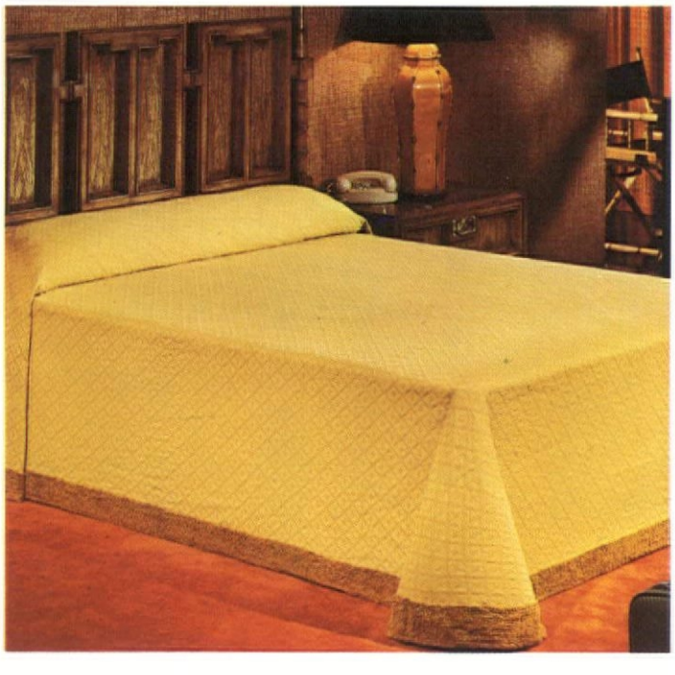
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Cone adds a dress-up tone to hotel and motel rooms with First Family bedspreads of easy-care elegance. Ranging from economy-to-luxury class, the collection is highlighted by "Shalimar" and "Plaza Suite"— pre-shrunk, woven and colorfast. Available with special hotel borders— also in "long boy" sizes. Contact your institutional distributor or Cone Mills. Cone Mills, 1440 Broadway, New York, New York, 10018.

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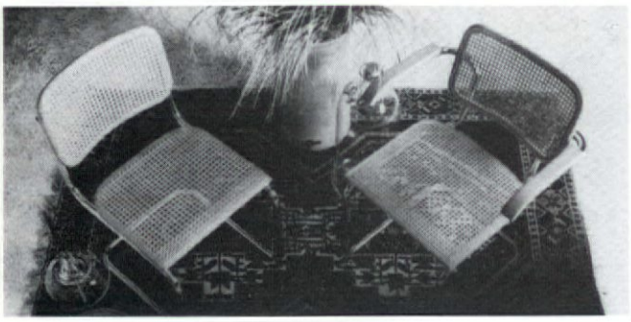
easy care bedspreads

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PRODUCTS & SERVICES

NATURAL BEAUTY WITH FUNCTIONAL CHROME

To complement the natural look in today's interiors, Fixtures Mfg. Corp. has introduced the 19C chair, combining the functional feel of bright chrome with the ar-



tistry of natural beech caning. Sled construction frees chair from carpet-catching glides and affords more freedom of movement.

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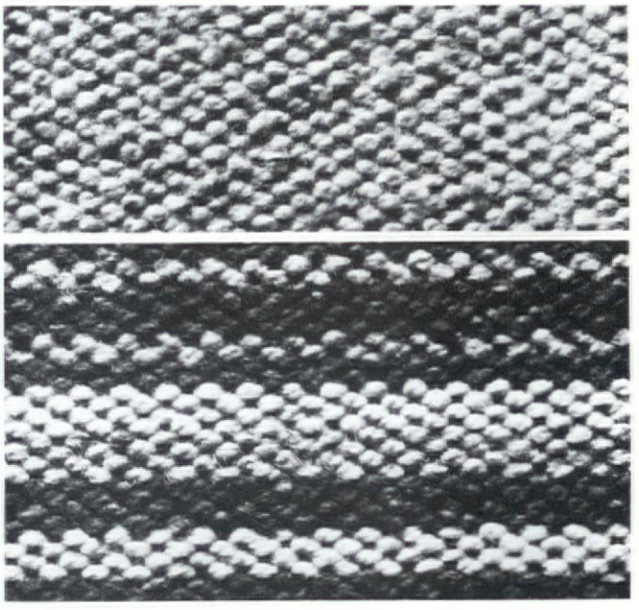
FIVE YEAR GUARANTEE BACKS CARPET

In an effort to facilitate installation of its "Oasis" synthetic grass carpet, specifically for high-rise apartment balconies, General Felt Industries has added two widths to its line — 7-1/2-ft. and 15-ft. Made of 100 per cent Chevron Polyloom II, polyprophylene olefin fiber, the product resists wear, water, stains, and fire, and is unaffected by temperature changes. "Oasis" is rubber backed and guaranteed for five years against fading and wear.

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FOAM BACKING AIDS ACOUSTICS

Design Tex fabrics offers the designer a versatile collection of upholstery and wallcovering fabrics in richly textured wools, nylons, and hand-loomed heavy cottons. Of particular note to contract designers, Design Tex fabrics are



now available bonded to Acoustex, a cellular foam backing designed to aid sound control. Quarry Stripes and Granite Solids, are representative of the many patterns to choose from, color-coordinated and Zepel-finished for lasting protection.

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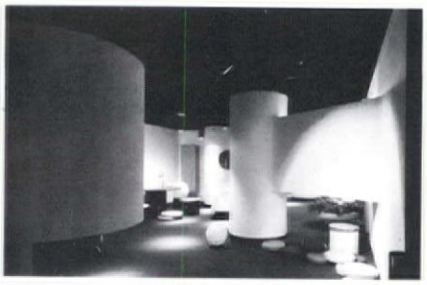


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Vecta grew from a concept shared by John B. Turbidy, formerly a Vice President of Celanese and ITT Europe, and William H. Sullivan, who has had twenty-five years of leadership experience in the contract furniture industry. Turbidy and Sullivan were convinced that the contract furniture market would welcome a new approach in original design. In 1970 they formed a corporation and acquired the Burke-Acton Division of Brunswick Corporation, an established company to which they could give impetus and design direction. Gunter Eberle, M.A.I.D., joined the company as Director of Design and Development. A 1954 X-Triennale di Milano award winner, he brought twenty years of industrial design experience into the organization.

Vecta acquired exclusive rights to manufacture and market the John Mascheroni Contemporary Collection in 1971, and has a continuing arrangement with Mascheroni, whose design signature is unmistakable. The Tubo Desk, a 1972 IBD First Prize winner, is in the image of other Mascheroni designed Vecta products in the Permanent Collection, Museum of Modern Art, New York. Additional innovative Mascheroni designs are soon to be released at surprisingly competitive prices.

The original AMV Collection, illustrated inside back cover of this issue, was designed by Hugh Acton in 1959. Many fresh and exciting designs were originated for Vecta by independent designers — William Sklaroff, Charles Gibilterra, O. J. Holohan, Duncan Burke of Switzerland, Giovanni Offredi, and Antonello Mosca of Saporiti Arredamenti, Italy.

The 1971 First Place IBD Award for casegoods was presented to Vecta for the Uniplane, designed by William Sklaroff. Other IBD awards to Vecta in 1971 and 1972 were for Mascheroni's Rodomonte Desk and Mosca's Saporiti Shelving. The Zermatt chair, by Duncan Burke, recently received European first place design citations. In 1973 five prominent Vecta designs were shown in the International Design Exhibition of the Houston Contemporary Arts Museum.

Vecta Contract, a division of The Vecta Group, Inc., continues an uncompromising adherence to the original contemporary design commitment of Turbidy and Sullivan. There is a continuing search for design excellence and technological advancement. As a result of this formula, the majority of Vecta Contract sales originate through architectural and designer specification. The exciting progress of Vecta Contract can be seen in the stimulating Chicago and New York showrooms — and regional showrooms in Detroit, Cincinnati, St. Louis, San Francisco, Miami, Atlanta, and Toronto.

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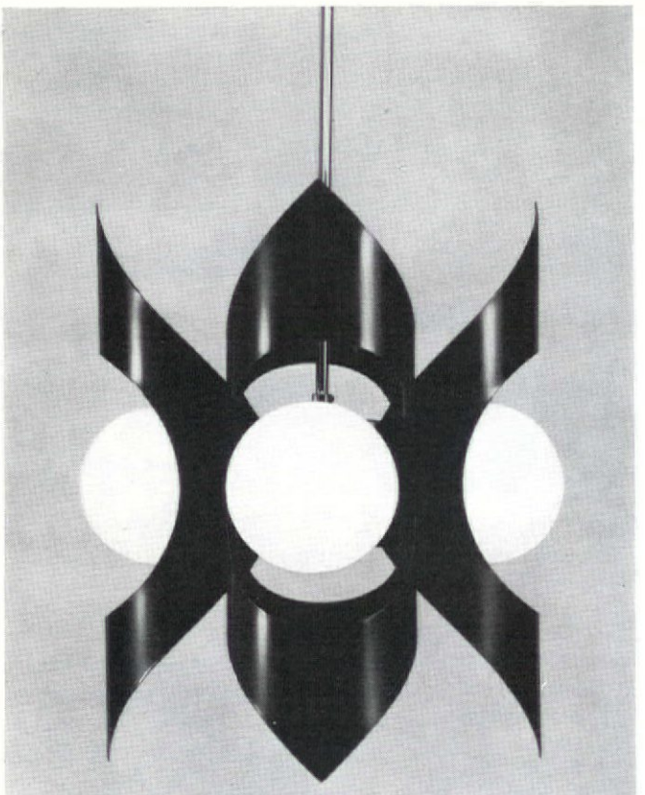
John B. Turbidy
Chairman of the Board
The Vecta Group, Inc.



William H. Sullivan
President
Vecta Contract



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the Viking

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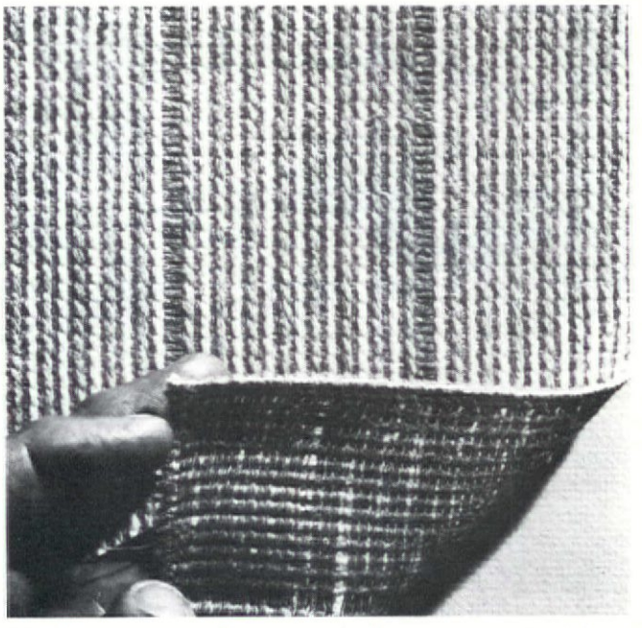
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PRODUCTS & SERVICES

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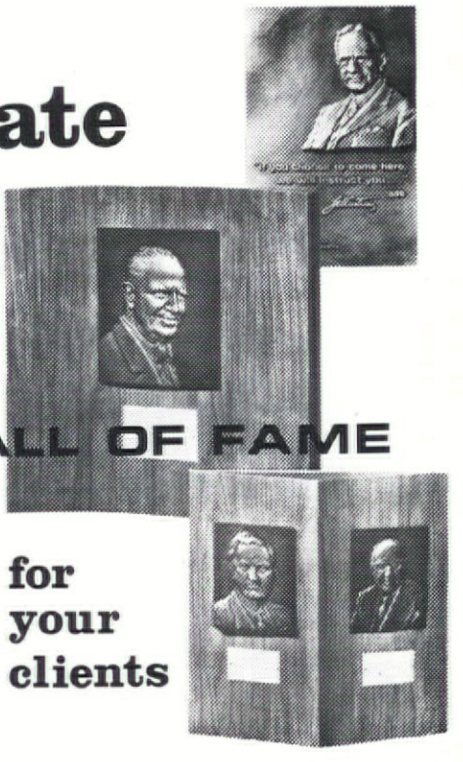
Stable Loc, a new two-sided drapery fabric from Design Tex, functions best where building facades require uniform color and texture to enhance the exterior. The 48-in. wide



fabrics are styled from Verel and are inherently flame-retardant and dimensionally stable. Available in a choice of weaves, colors, and patterns.

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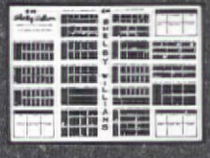






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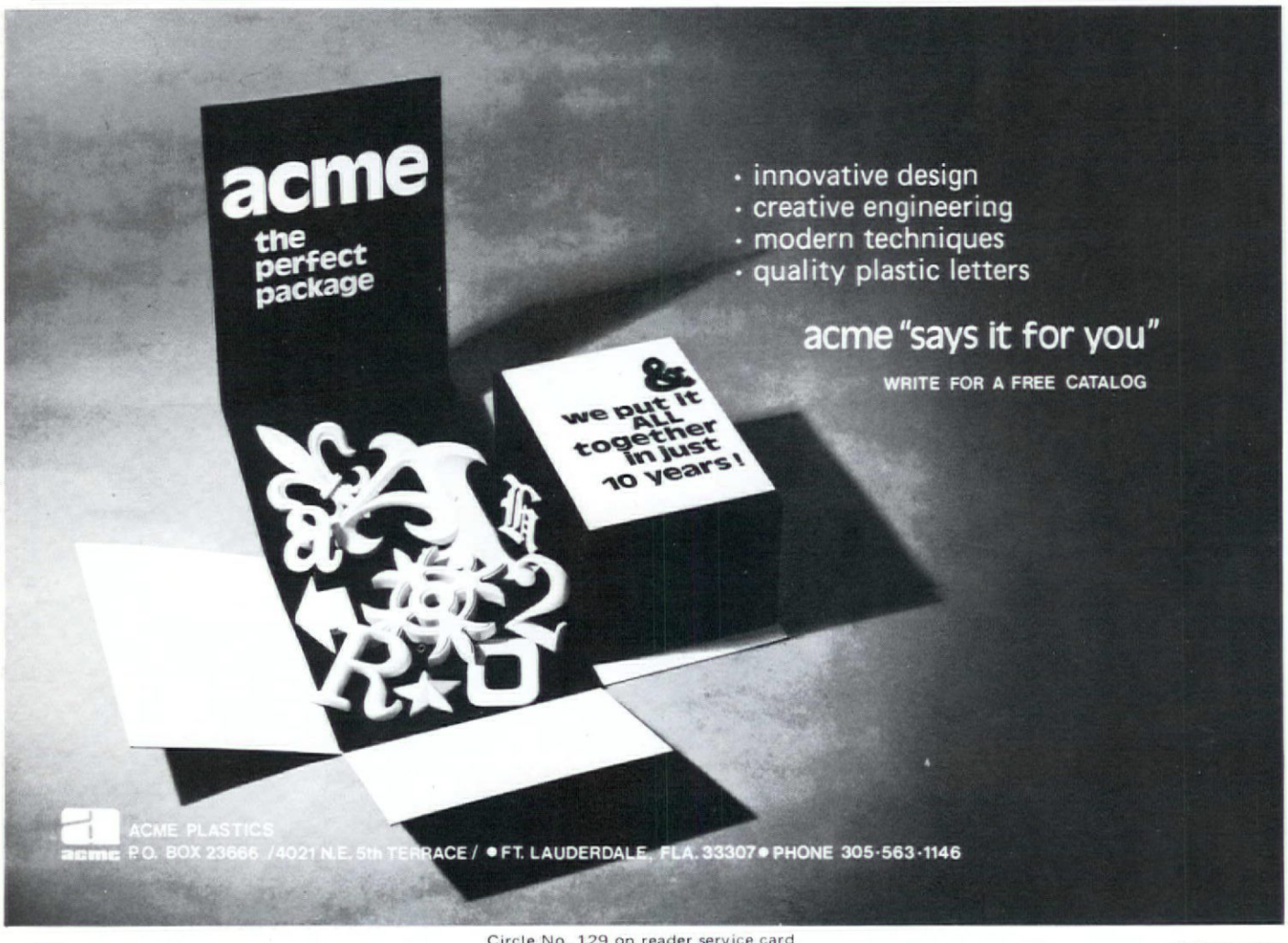
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Suite Success. Thonet suite 11-100 at Neocon, at the Merchandise Mart, Chicago, June 20-22. That's where you'll see our successful new collection of contract furniture. New designs. New materials. And a new import collection. If you miss our success story at Neocon, you can see some of it in the space below in forthcoming ads. Or at the Thonet Center of Design in New York. Chicago. Los Angeles. Dallas. Or write Thonet Industries Inc., 491 East Princess Street, York, Pa. 17405. Phone (717) 845-6666.

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Don't miss the Paoli look... Now at the Merchandise Mart space 17–102

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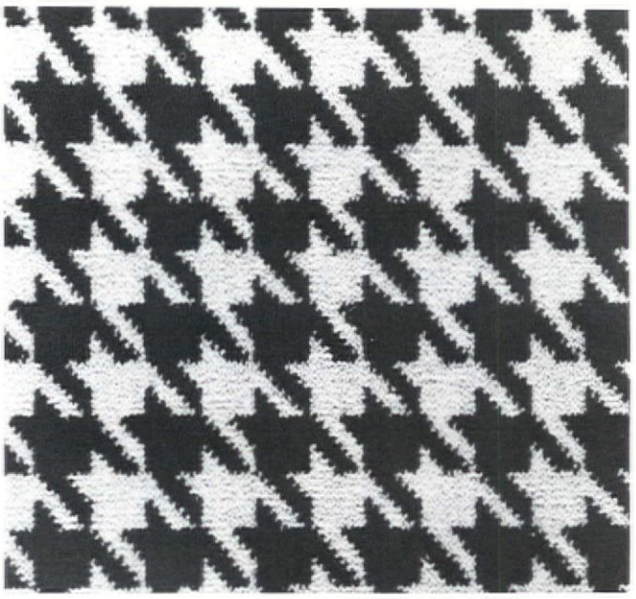
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Manufacturers of Distinctive Office Furniture

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Executive Vice President

Mr. Moore moves into his new position at the operational helm of his company after having served in various managerial capacities since joining Peerless in 1964. Most recently he was vice president in charge of sales.

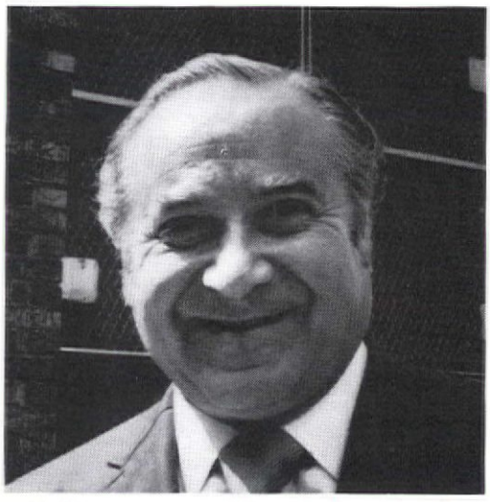
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Since 1937, people have found us in the Yellow Pages. They're still finding us there today."

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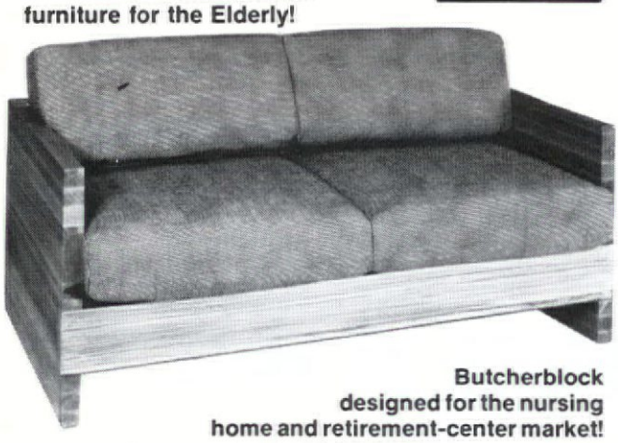
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The answer to institutional furniture for the Elderly!



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Elsinor by Thompson

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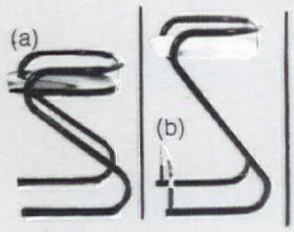
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S-70 Chair: Steel tubing with two coats of chip-resistant baked enamel in red, blue, green, yellow or chrome. Fiber glass seat. Max. height 26¼". Max. width 18½". Stacks 4 high. Also available, S-70 stool (a) and S-70 bar-stool (b).

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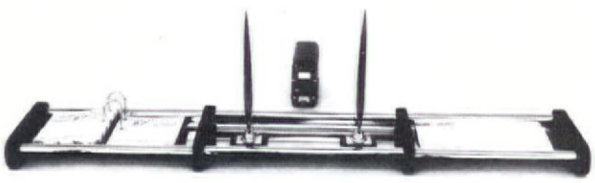


SAGA USA LTD.
150 East 52 Street, New York 10022, 212-838-3334

PRODUCTS AND SERVICES

ORGANIZER DEFENDS AGAINST CLUTTER

Now you can win the never-ending battle of the disorganized desk with this modular desk set designed by Tony Wandinger for Peter Pepper Products. Three



components, calendar, pen set, or memo sheet holder may be purchased as units or as a complete module. Shown in polished aluminum, group is also available with black pin seal grained vinyl laminated to aluminum.

Circle No. 309 on reader service card

CHAIR ADJUSTS FOR COMFORT

The Executive Swivel Tilt, an addition to Carolina Seating Company's CSC line, combines the softness of padded



comfort with the sleek disciplined lines of metal. Overall dimensions: Width 25 1/2-in., depth 30 1/2-in., and height 42 to 45-in.

Circle No. 310 on reader service card

DAVIS

STAINLESS STEEL COLLECTION
Designed By
PLATO GINNELLO, I.D.I.



X-950
LIST $399.



X-920
LIST $576.



X-910
LIST $745.

DAVIS FURNITURE INDUSTRIES, INC.
P. O. Box 1864 602 Linden Avenue
HIGH POINT, NORTH CAROLINA 27261

Circle No. 136 on reader service card

Circle No. 137 on reader service card



PRODUCTS & SERVICES

FIBERGLAS CREATES DURABLE SIMPLICITY

Bring a touch of Italian flair to the executive office with this basic design by Anna Castelli, produced in U.S. by



Beylerian Ltd. Made of molded Fiberglas, the table is available in two sizes, 78 1/2 by 51 by 28 1/2 inches, and 90 1/2 by 59 by 28 1/2 inches, as well as a variety of colors.

Circle No. 312 on reader service card

NEED INFORMATION IN A HURRY?

There are FREE postage-paid service cards bound into this issue of CONTRACT to assist you in obtaining complete information on new products and advertisements. High-speed computers will process your requests and rush them to the appropriate manufacturers. You'll get needed literature and information in a hurry!



HEAVY DUTY WEB by TELESCOPE

Individually attached web, easy-to-replace . . . on high strength aluminum frames....designed especially for commercial use and abuse . . . stackable arm chair and 2 position chaise (no ratchets) shown here in web, also comes in flat vinyl strap and crossed vinyl strap.

CHOSEN THE WORLD OVER GENUINE TELESCOPE FOLDING FURNITURE MADE IN U.S.A. SINCE 1903

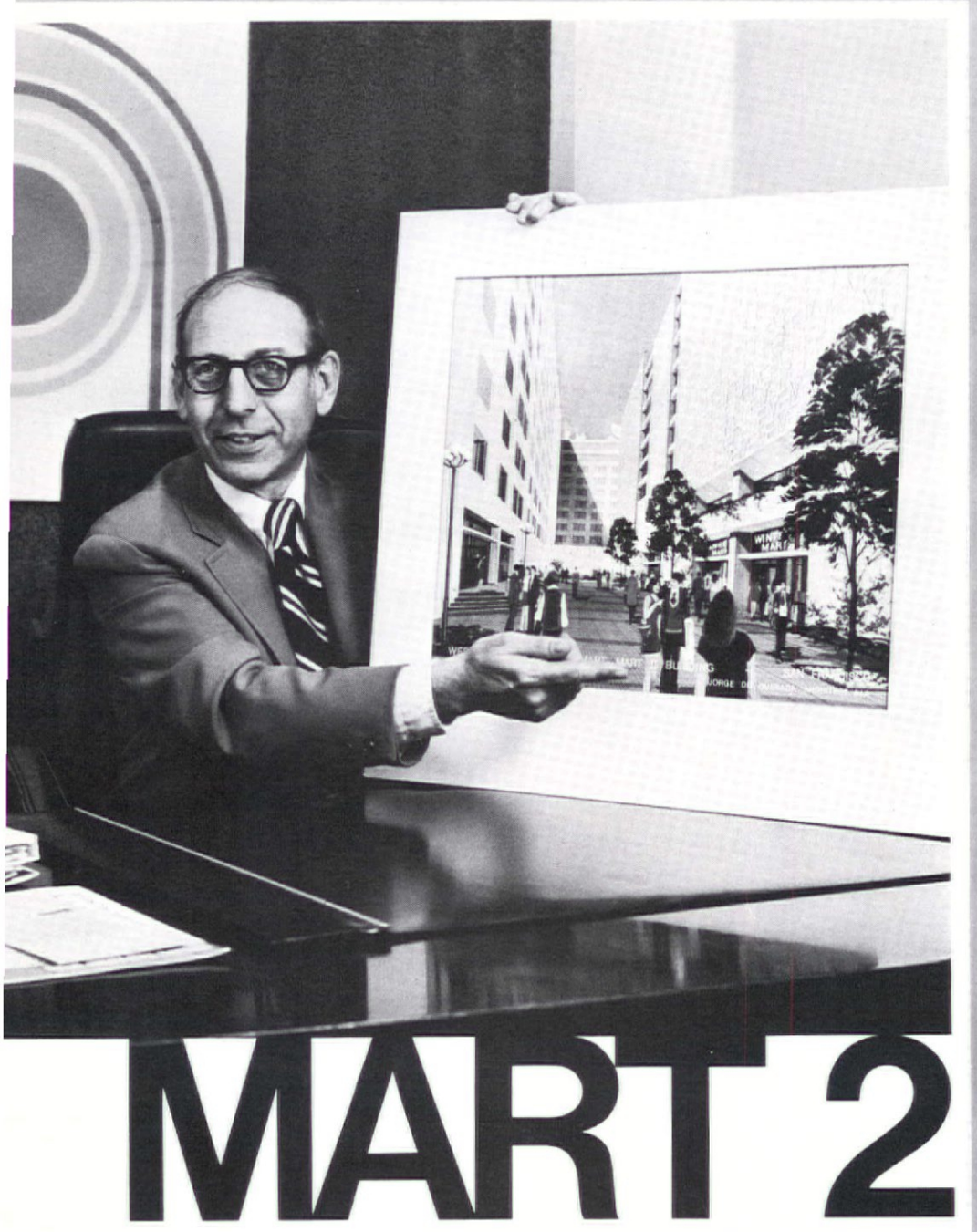
Write Dept. C
THE TELESCOPE
FOLDING FURNITURE CO., INC.
GRANVILLE, NEW YORK 12832

TELESCOPE

Circle No. 138 on reader service card

We're expanding...expand with us.

The exciting growth pattern in the West's home and interior furnishings market has burst the present Mart's seams.



MART 2

Buyers want the luxury of buying **everything** in one convenient and handsome facility. Existing tenants want more space. New exhibitors want to get in.

That's why our answer is MART 2.

This past year more than 100,000 professional buyers shopped San Francisco's Western Merchandise Mart and bought interior furnishings from leading national and local lines.

This has put the Mart in the class of total market center.

And, we plan to continue this lead.

When completed in 1975, Mart 2 will make the Western Merchandise Mart the complete, one-stop market location in the far west.

Mart 2 will offer 50% more showroom space for manufacturers who want to reach the qualified western contract, retail, designer, institutional, and gift buyer.

Manufacturers will have new, large, centrally air-conditioned showrooms. There also will be high-speed, electronically-controlled elevators and aerial bridgeways connecting the two buildings.

Mart 2's enlarged truck facilities and furniture-sized freight elevators will help manufacturers get new display items to their showrooms quickly and easily.

And it all will be centrally located in the charm and quiet luxury of old San Francisco.

Keep pace with the industry leader and reserve your showroom now in the total market center.

With nearly half of the showroom space already reserved, get more information on Mart 2 today. Contact Leonard S. Rogers, general manager, Western Merchandise Mart, 1355 Market Street, San Francisco, CA 94103. For faster action, call him at (415) 552-2311.

Serving America's Home Furnishing Leaders

An expansion of the Western Merchandise Mart in San Francisco.

WESTERN MERCHANDISE MART

Circle No. 139 on reader service card



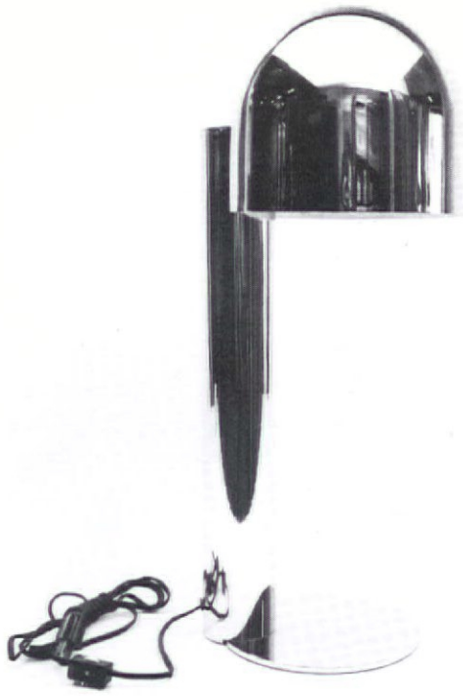
YOU'RE INVITED TO THE PREMIERE A&D WEEK

TO SEE WHAT'S HAPPENING IN THE WORLD OF HOME-AND-OFFICE FURNISHINGS. THE FIRST OF AN ANNUAL EVENT, IT WILL PRESENT YOU WITH CONSTRUCTIVE AND REWARDING IDEAS, ORGANIZED *FOR* PROFESSIONALS *BY* PROFESSIONALS. EXPOSE YOURSELF TO FRESH AND FUN IDEAS IN DECORATING AND DESIGN...AND, ABOVE ALL, LET US SHOW YOU HOW *YOUR* REQUIREMENTS ARE OUR CONSTANT CONCERN AND INSPIRATION. DAILY "SPECIAL EVENTS" WILL BE LISTED FOR YOUR PLEASURE AND CONVENIENCE. **The time: June 4 to June 8 • The place: Architects & Designers Building, 964 Third Avenue or 150 East 58th Street, New York, New York 10022**

Circle No. 53 on reader service card

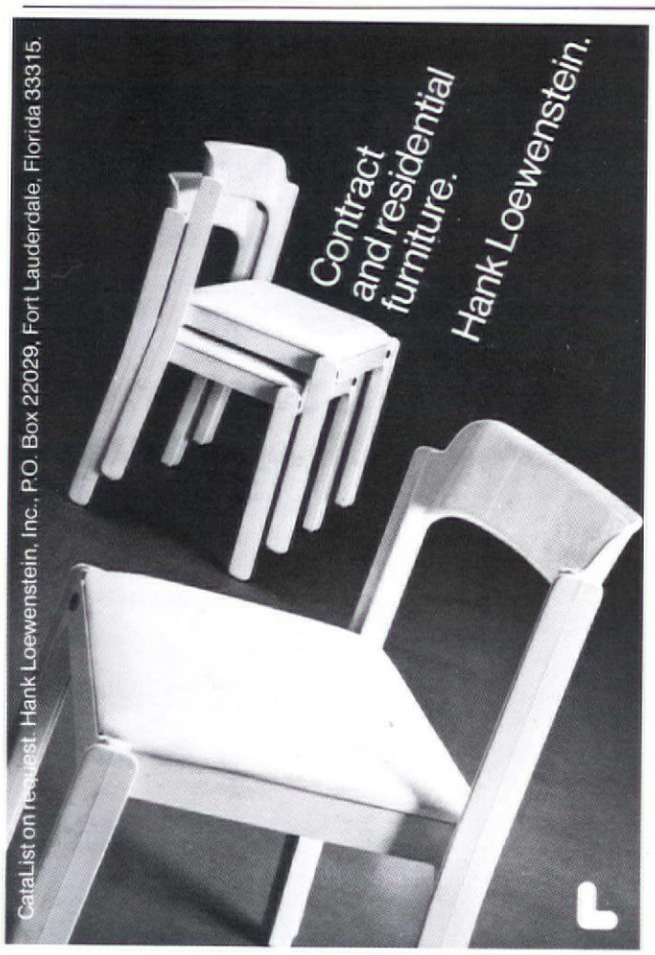
LAMP REFLECTS MECHANICAL SIMPLICITY

This single reflector table lamp is just one of the Pot series of lamps designed by John Mascheroni exclusively for



Studio Eight Lighting. Its innovative twist is the use of bold chrome domed reflectors that fit into slotted tubing.

Circle No. 315 on reader service card



Circle No. 140 on reader service card

Designs from
KARTELL



side chair

Presenting



lounge chair

Gae Aulenti



cocktail table

Beylerian
space 1173
merch. mart
Neocon V

Circle No. 141 on reader service card ▶

Circle No. 142 on reader service card



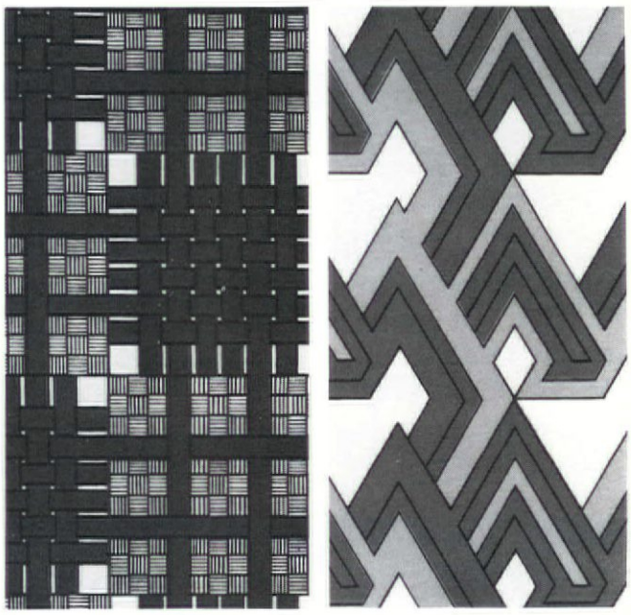
see us at
NEOCON 5

buckstaff
P.O. BOX 1100 OSHKOSH WISCONSIN 54901
Showrooms in The Merchandise Mart, Chicago • Oak Lawn Plaza, Dallas

PRODUCTS AND SERVICES

WALLCOVERINGS HAVE DISTINCT PERSONALITIES

Two new designs have been introduced to the Don Karlin Ltd. line of wallpapers, designed exclusively for the firm by Franklin Backus. Though both are hard-edge and



primarily geometrical, their moods differ from homey conventional to starkly modern. Available with coordinated fabrics for design convenience.

Circle No. 316 on reader service card

Happier days and nights through better sitting-sleeping

on beautiful lattoflex® Convertibles, Beds, Couches!

Long-lasting, space-saving, ideal, therapeutic construction for

HOMES, OFFICES, HOTELS, HOSPITALS, INSTITUTIONS, OLD AGE HOMES.

Avoid plump, fancy, rigid, too soft, old-fashioned upholstered units!



To be used with foam-mattress & bolsters.

Switch to modern, patented, flexible, superfirm, elegantly styled, light weight and easy to clean durable Lattoflex slat spring with the world's best foam mattress; there's a spring made for most bed- or couch-sizes.

Spine and curved body shape will appreciate Lattoflex's adjustable rubber moldings and ideal suspension construction developed by progressive doctors and physiotherapists. Tax deductible with doctors prescription.

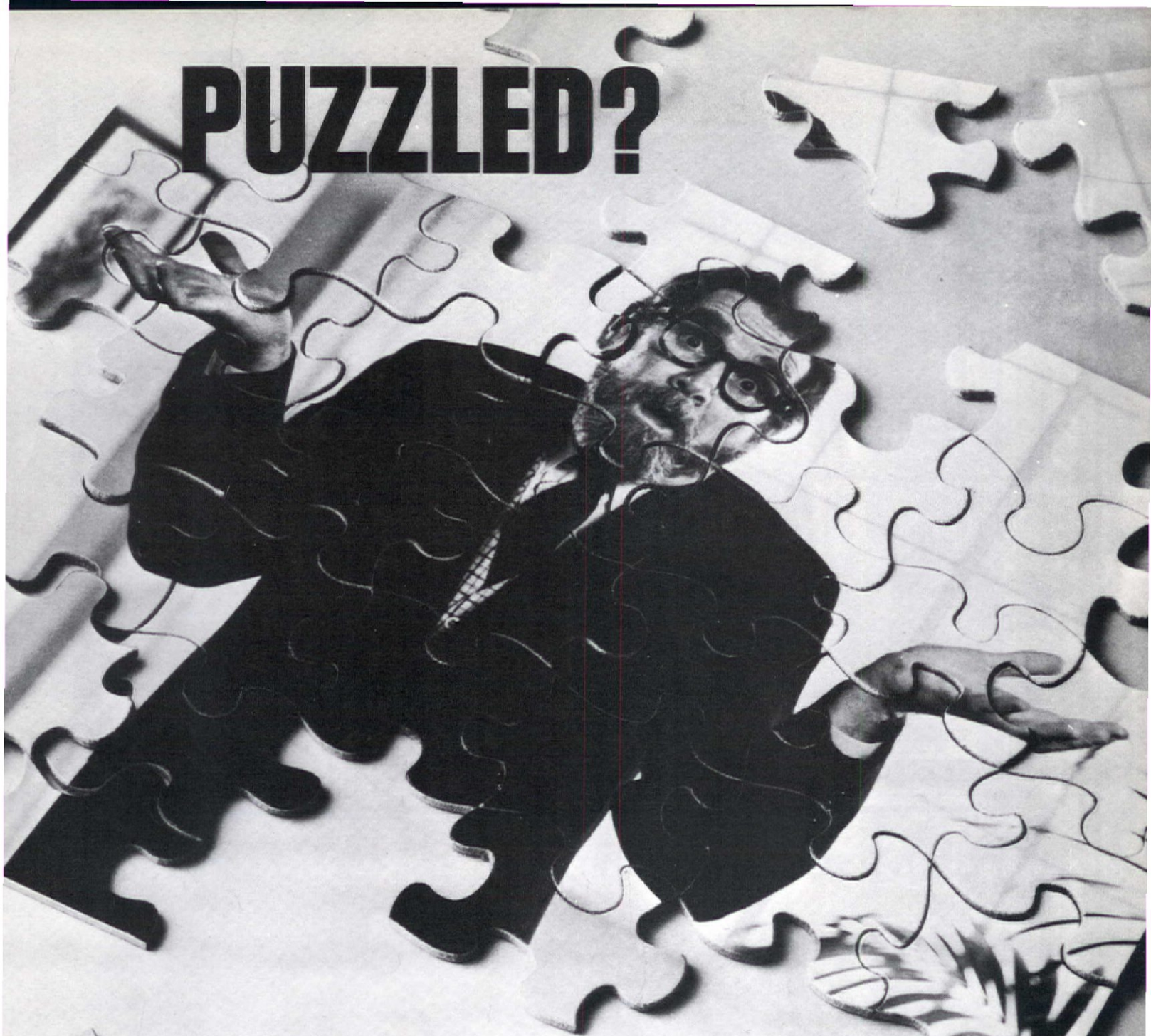
Economy model now manufactured in U.S.A.



Circle No. 143 on reader service card

lattoflex 150 East 58th Street, 15th fl. New York, N.Y. 10022
Phone: (212) 753-5877 (bet. 3rd & Lex. Aves.)

Plants: Belgium, England, Italy, Switzerland, W. Germany, U.S.A.



Time was of the essence. You had a tight schedule to meet. Then your fabric finisher's promised delivery came . . . and went . . . and you discovered some missing pieces. Now both you and your client are puzzled . . . and exchanging cross words. Need a solution? Specify Kiesling-Hess. Our East and West Coast facilities assure fastest delivery every time. For the most complete and most professional flameproofing anywhere, K-H's 24-hour service can't be matched. Same lightning-quick action on ZePel® and Scotchgard* Stain Repelling treatments, too. Send for our free-priced brochure today. It's the industry's most comprehensive booklet on all types of fabric finishing ever put together. You'll never be puzzled about fabric finishing again.

kh KIESLING-HESS FINISHING COMPANY, INC.

Custom Finishers to the decorative trade: Flameproofing, Scotchgard*, ZePel®, FAB-BAC Fabric Backing

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RESOURCES COUNCIL

® Du Pont Trademark *a 3-M Product

Circle No. 144 on reader service card

Circle No. 145 on reader service card

Carpets Don't Belong On The Floor.

Carpets wear out faster from the bottom than they do from the top. That's just one reason why you should never specify carpeting without separate padding.

carpet cushion council

PRODUCTS & SERVICES

CONTRACT CARPET FEATURES VELVET CONSTRUCTION

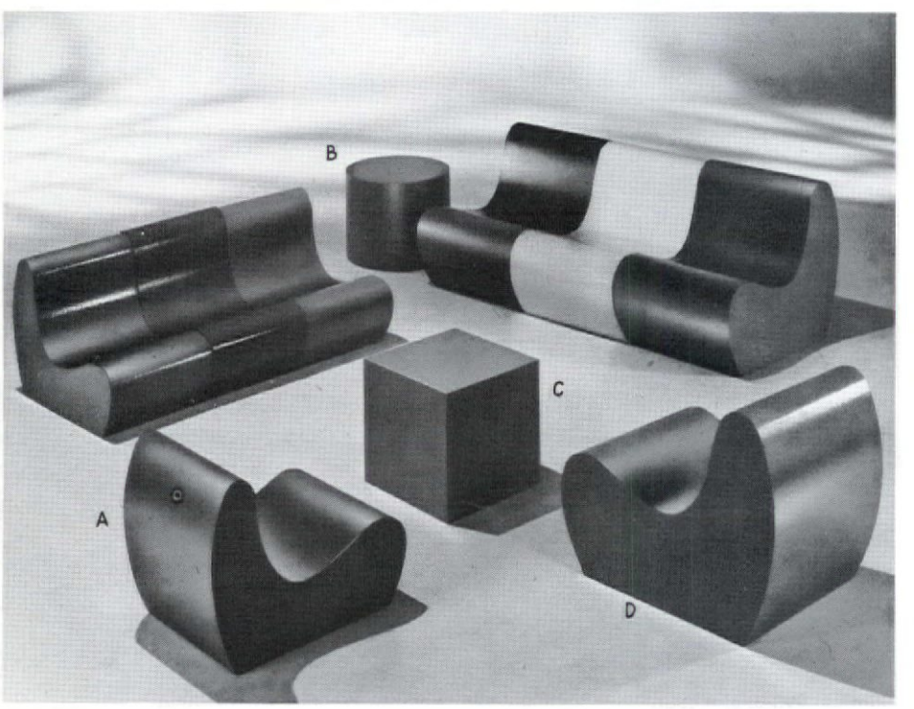
Alexander Smith Carpets is introducing a new contract carpet of 100 percent solution-dyed Acrilan 2000 pile,



exclusive of Brunslon for static control. Available in a twelve-foot width and a choice of eight colors.

Circle No. 317 on reader service card

Foam through and through... skin, body and soul.



(And it's like sitting in a big, bright, rubber ball!)

Playful, roller-coaster curves, with wet, bold colors and deep, firm resiliency make FOAM-FORM chairs, cubes and hassocks the center of any exciting pop environment.

Each piece is one integral unit of urethane foam . . . waffle-light and elephant-hide-tough . . . with a bonded urethane twelve or twenty-four mil skin. And like bananas, they have no bones! Just one loving muffin of firm sponge. Throw them or kick them and they'll come back smiling!

They're contemporary and modular for endless combination. Adult and child sizes in: Snow, Lemon, Mustard, Orange, Fire Engine, Olive, Blueberry, Grape, Coal.

A.	No. 1 Juvenile chair 18"H x 16"W	**$37.00**
B.	No. 17 Cylinder 12"H x 24"W	**$43.00**
C.	No. 12 Cube 15" x 15" x 15"	**$24.00**
D.	No. 2 Adult Chair 28"H x 22"W	**$86.00**

BREWSTER

The Brewster Corp., Dept. No. 16 Old Saybrook, Ct. 06475 203-388-4441

Circle No. 146 on reader service card.



MAKE THE MOVE TO NYMM.

Hamilton-Cosco is!

Five divisions of Hamilton-Cosco are making the move to the New York Merchandise Mart...Tyndale Lamps, Sunset Lamps, Cosco Contemporaries, Cosco Collection, Cosco Household Furniture. They're taking the entire 6th floor! And they're joining such prestigious names as Sonneman, Stiffel, Raymor, Hanson, Syroco, Noritake, Burwood, Moreddi, Turner—just to cite a few. Before long, NYMM's going to be the "Who's Who" for the home furnishing, lighting, accessories, art, and giftware industries.

How come?

Because NYMM's new. Totally new. Designed to function as a total market center. Designed to make life intelligently easy for buyers.

For example, NYMM's a vertical market place, which means almost no walking. It's soon to be a center where practically every day something's happening. Like trade shows and full-scale market shows. Special promotions. Design seminars. Fashion seminars. Press conferences. You name it and it will be happening at NYMM. And all that "happening" will be generating traffic for your showroom.

What else?



NYMM has the most outstanding mart facilities anywhere. 500,000 square feet of brand new, full climatized showroom space. Superior lighting. 16 high speed elevators. Efficient loading and receiving facilities. Plus other modern electronic and comfort-making features.

Soon to come to NYMM: an agency to handle buyers' theater, hotel and travel needs. A restaurant, luncheon club, and coffee shop. Plus a photo studio, auditorium, meeting rooms, catering service, and other services to give added value to your showroom.

Is the New York Merchandise Mart competitively priced? Yes!

That's just one more reason why your company should consider making the move to NYMM. It's the mart that's designed to presell buyers. Designed to help you show it well so you can sell it well.

Write today for our handsome, illustrated brochure. Or better, call our Executive Director, Judson Spencer at (212) 838-9320 or 683-4898. So much is happening at NYMM that only he can bring you up-to-date.

nymm
THE NEW YORK MERCHANDISE MART

New York Merchandise Mart, 41 Madison Avenue at 26th Street

A RUDIN MANAGEMENT BUILDING

For NYMM leasing information contact FEDER & CO., 355 Lexington Ave., N.Y. 10017. (212) 682-2705.

*Service Mark

Showrooms are now open at the NYMM. Be sure to see them!

Circle No. 147 on reader service card.

Circle No. 148 on reader service card



"CONVOLUTION"
wall sculpture
Polished Stainless Steel
44" x 48" deep
Write for literature

WILLIAM Bowie
THE SCULPTURE STUDIO INC.
202 EAST 77 ST NYC UN1 8480

MANUFACTURERS' LITERATURE

Furnishings with a simplistic, modern quality, shown in large full-color photographs, together with complete ordering and specifying information, are bound in loose-leaf form to present in-depth data from Geoform Designs Inc. Price lists are also included.

Circle No. 280 on reader service card

An illustrated brochure featuring dormitory furniture has been published by Johnson Furniture Co. Plant customizing capabilities and material construction are discussed, and a list of sample installations in colleges and universities is provided.

Circle No. 281 on reader service card

A solution to the problems of safety and maintenance at entrances and areas of heavy pedestrian traffic is presented in a colorful 8-page pamphlet on Pedigrid recessed foot grilles by Construction Specialties, Inc. Specifying information and installation diagrams are included.

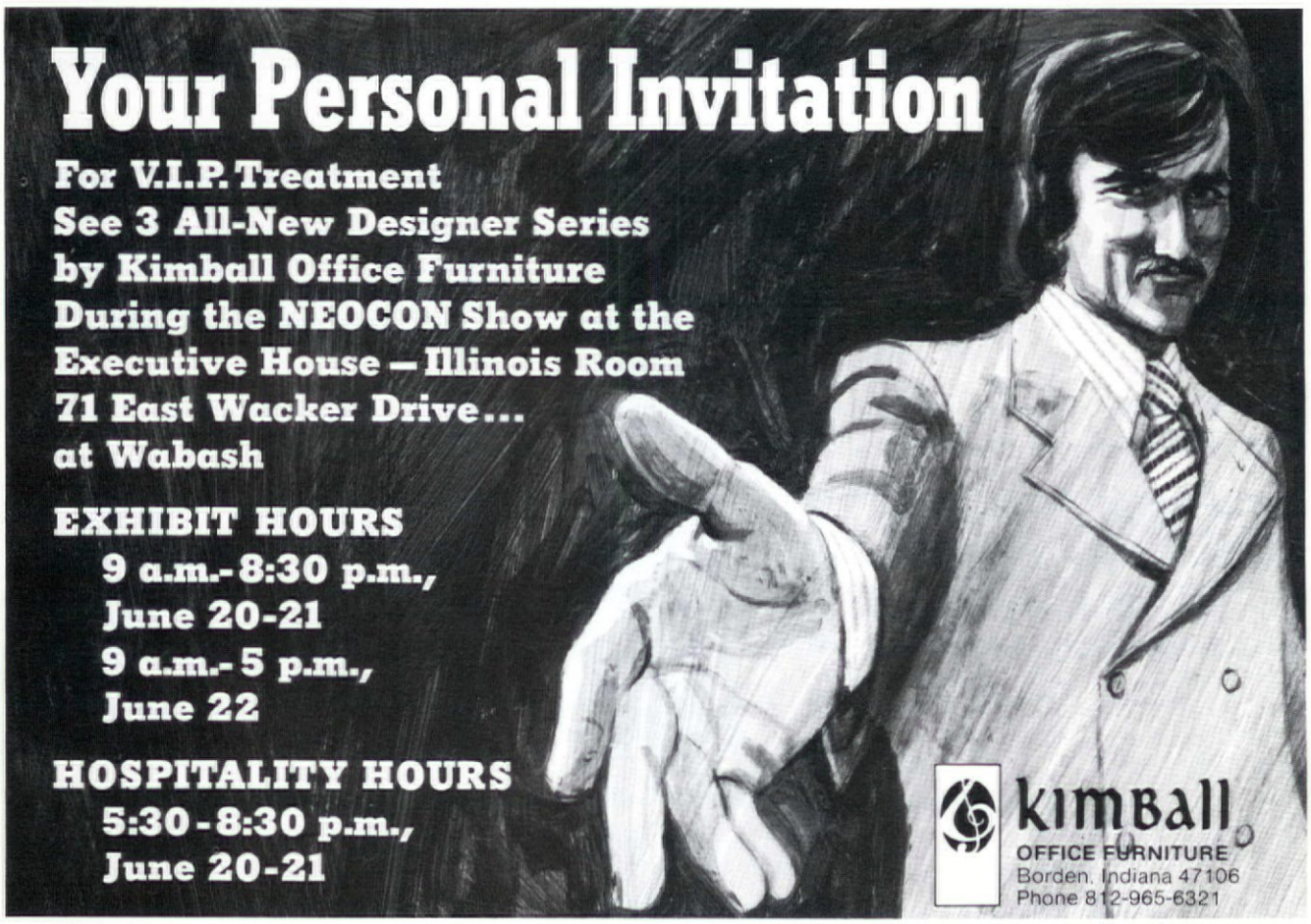
Circle No. 282 on reader service card

Genuine Nottingham lace permanently bound to a variety of colorful acrylic grounds constitutes Fab-U-Lace, a new wallcovering featured in a brochure from Combeau Industries. Scotchgard protection and flame-retardant properties render the product suitable for contract use.

Circle No. 283 on reader service card

"It's About Time" is the name of Design Group's new catalog spotlighting table, wall, and grandfather clocks, made of acrylic and other materials.

Circle No. 284 on reader service card



Circle No. 149 on reader service card

"Fantasy in Glass" is the title of a brochure from Imperial Imagineering, featuring tables and accessories of varying dimensions and functions, applicable to the contract field. The contemporary, geometrically sculptured pieces are crafted of glass and are illustrated in full-color photographs. Specification measurements and price list included.

Circle No. 285 on reader service card

Outdoor aluminum furniture in a variety of styles is the subject of a brochure from Lawnlite. Featured are large color photos of the many pieces in natural settings. Structural assets are illustrated and specifying information accompanies each photo.

Circle No. 286 on reader service card

Decorative contract lighting fixtures of four design periods: Contemporary, Early American, Old English, and Mediterranean, is the subject of a full-color brochure from R.A. Manning Co., Inc. All of the over 600 fixtures are listed and detailed to facilitate specification.

Circle No. 287 on reader service card

Instant power is the subject of a brochure on portable power poles by Miroflector. Both engineering and dimensions are lucidly diagrammed, and electrical specifications charted.

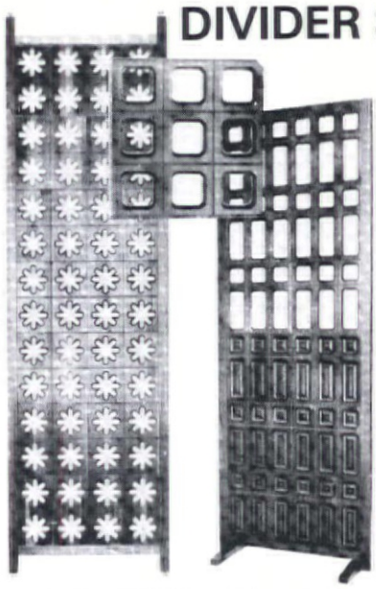
Circle No. 288 on reader service card

A line of study carrel furniture is designed to meet needs discovered through intensive research by McNeff Industries. Engineered for maximum-use flexibility, the carrels have many built-in benefits, such as echo-free features and easy maintenance.

Circle No. 289 on reader service card

Circle No. 150 on reader service card

Stanwood Carved Panel DIVIDER SYSTEMS



Solid or open 12" x 12" square modules are ¾" thick with carved detail on two sides. Tongue and grooved solid wood modules interlock, offering limitless design applications.

Available either in unfinished modular form or factory assembled finished units. Choose from 16 basic decorative designs in either solid walnut or select furniture grade hardwoods.

FLOOR TO CEILING AREA DIVIDERS

FREE-STANDING AREA DIVIDERS

Send Today for Free Literature

Stanwood CORP.

Stanley, Wisconsin 54768 — Phone 715-644-5775

We have 169,728 ways to make interiors and exteriors more beautiful.

136 PLANTERS, TIMES 16 FINISHES, MULTIPLIED BY 78 DIFFERENT PLANTINGS, EQUALS 169,728 DECORATING COMBINATIONS. AND POULIOT HAS THEM ALL.

- FIBERGLASS PLANTERS AND ACCESSORIES
- HARDWOOD & ALUMINUM PLANTERS
- PERMANENT TREES, PLANTS AND SHRUBS
- EXTERIOR LANDSCAPING
- TOPIARY TREES AND HEDGES
- FLOWER & FRUIT ARRANGEMENTS
- CUSTOM DESIGN
- DIVIDERS AND SCREENS
- DURAWOOD WALL PLANTERS



See Us At NEOCON 5.

Pouliot Designs CORPORATION

7400 W. 125th St., Savage, Minn. 55378 (612) 890-8144

Call or write for our free, full color, catalogs.

Circle No. 151 on reader service card



ELEGANT

AND ALMOST INDESTRUCTIBLE TOO! Glenwood, Haeger's newest material for beautiful lamps. It's tough enough to take everyday abuse in stride and still come out looking good as new. Along with its durability you get the look of hand crafted detailing (left) seldom seen - even on custom styled lamps. And, in Glenwood, Haeger designers have a medium that allows design flexibility just not possible with any other material. For table, floor or hanging lamps styled with a flair for elegance, see the entire Glenwood line. All have the durability and richness of the R507 and R417 pictured above. Write, call or contact your Haeger representative, now!

®

Haeger

The Royal Haeger Lamp Co.
7 Maiden Lane
Dundee, Illinois 60118
Phone: (312) 426-3441

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Circle No. 152 on reader service card

MANUFACTURERS' LITERATURE

Glazed ceramic wall tiles, a product of Progressive Designs, Inc., allow a three-dimensional effect without contrasting joint filler pattern. Interior and exterior applications combined with a specifications page of technical data are illustrated, in a brochure keyed to architects and designers.

Circle No. 290 on reader service card

Desks and work stations from Wels Industries, Inc. are both diagrammatically and photographically illustrated in a new product portfolio, complete with ordering information and price list. Contemporary design and lucid text keynote this literature.

Circle No. 291 on reader service card

Standard and customized office modules are highlighted in literature from Structural Concept Corp. to introduce Customodule, a system of modular partitions fabricated of interlocking tubing called Tubex. Economical cost per unit and a variety of finishes are detailed.

Circle No. 292 on reader service card

Hand-carved rosewood and mahogany doors, in styles ranging from richly ornate to geometrically simple are showcased in four pages of product literature from Elegant Entries. Color and black-and-white photographs are coupled with numerical and specifying data, with some attention given to shipping and guarantee terms.

Circle No. 293 on reader service card

butcher block
by
buckstaff



INNOVATORS IN OAK SINCE 1850

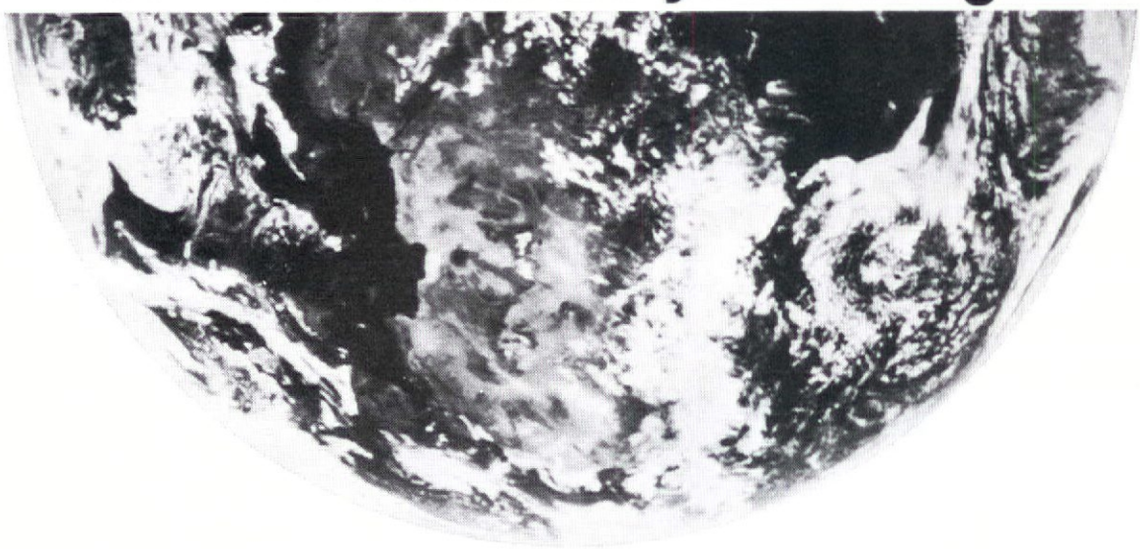
buckstaff
P O BOX 1100 OSHKOSH WISCONSIN 54901

Showrooms in The Merchandise Mart, Chicago • Oak Lawn Plaza, Dallas

Circle No. 153 on reader service card



What in the world are you looking for?



You'll find it at

International Home Furnishings Market III

New York June 24-29

There's a wide world of ideas under one roof at the National Furniture Mart. Dramatic new designs in modern and traditional home furnishings. Furniture, decorative accessories, fabric and textiles, lamps and lighting fixtures, wood and ceramic handcrafts.
Over 30 manufacturers of furniture and accessories from abroad will display at IHFM III. They will join over 150 well-known American manufacturers to provide you with a truly world-wide overview of what's new and exciting in the market. There's no show like it anywhere.

National Furniture Mart
June 24-29

205-215 Lexington Avenue (at 33rd Street)/New York, New York 10016 • (212) LE 2-7510

Circle No. 154 on reader service card

Circle No. 155 on reader service card



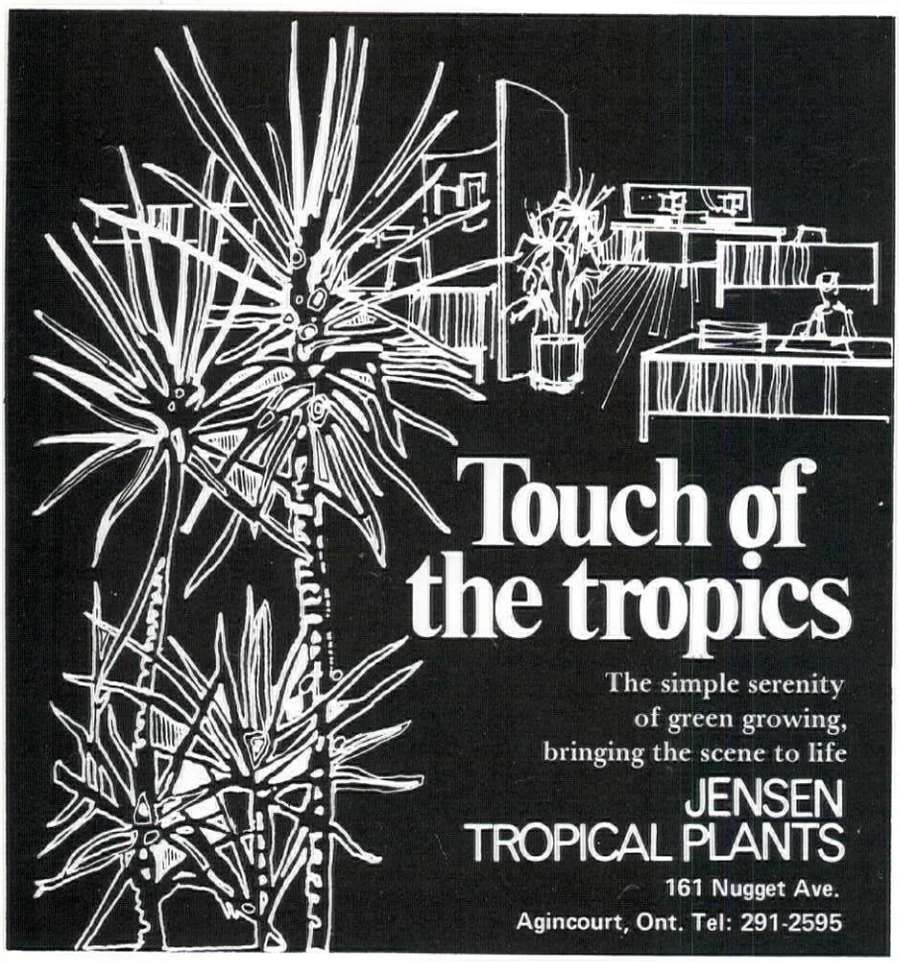
CLASSIFIED ADVERTISEMENTS

Rates: $18.00 per column-inch. Payment must accompany order or ad will not run. Specify whether signed ad or box number. Add $2.00 if box number is used. Estimate 55 words per inch; one-inch ad equals approximately 6 lines; 60 characters per line. Deadline: 5th day of preceding month. Orders must be submitted in typewritten format. Classified ads may be used for help or situations wanted; representatives or lines wanted; business for sale; any used or odd-lot products or items for sale on one-time basis. Classified ads may not be used for extensive product descriptions, or the offer of merchandise or services continuously available to readers, which is the function of display advertising. Send for display advertising rate card.

New York Area—New York Area Factory Representative wanted. Prefer sales group with warehouse and display facilities. Nationally known manufacturer of steel office furniture seeks sales representatives actively calling on office furniture dealers in the greater New York area. Dynamic individual would be considered. Send complete resume. All inquiries in strict confidence. Contact Griggs Equipment, Inc. P.O. Box A-630, Belton, Texas 76513.

Sales Representatives wanted by Florida Manufacturer of quality Plastic Contemporary Furniture. Major market areas open. Tremendous potential sales to hotels, schools, institutions. Write to Philip W. Campagna, Rotocast Plastic Products, 6700 N.W. 36 Ave., Miami 33147. Call collect (305) 693-4680.

Boston and New England—Factory Representative wanted for the Boston and New England area. Nationally known manufacturer prefers a sales group with warehouse and display facilities actively calling on office furniture dealers in the Boston and New England areas. Send complete resume. Inquiries will be held in strict confidence. Write to: Box A-583, CONTRACT, 1501 Broadway, N.Y., N.Y. 10036.



81 South Roger Williams Road, Apopka, Florida 32703

Circle No. 156 on reader service card

CONTRACT REPS WANTED

Many important and new manufacturers ask CONTRACT Magazine for the names of qualified independent representatives, who currently sell commercial/institutional furnishings and might be interested in an additional line. If you want us to include your name in a confidential list of reps, which we supply to manufacturers who have become new advertisers, write to the publishers of CONTRACT Magazine. State your name, address, type of lines you carry, number of associates or salesmen if you have any, and indicate product categories in which you have a particular interest. Also include area covered. This is a free service. CONTRACT advertisers who are interested in expanding sales coverage and finding additional reps are invited to inquire about this advertiser service. Write attention Sales Manager, CONTRACT 1501 Broadway, 6th Floor, New York, NY 10036.

Reps Wanted—Dallas, Denver and Seattle based sales representatives wanted for Los Angeles line of dealer and designer oriented wood office furniture. Fast growing package of medium priced seating, tables and desks illustrated in 48 pages of catalogues. Reply with resume to: Box A-584, CONTRACT, 1501 Broadway, New York, N.Y. 10036.

Wanted: Manufacturer's Representatives. Well established Library Furniture Manufacturer is realigning its sales effort. Territories available to qualified representatives. Write: Box A-585, CONTRACT, 1501 Broadway, New York, N.Y. 10036.

Director of Interior Design—Position available with large contract interior design firm specializing in quality hotels and restaurants. West Coast location. Job requires comprehensive design knowledge, minimum of ten years contract experience, and leadership capabilities. Send full resume and references. Box A-586, CONTRACT, 1501 Broadway, New York, N.Y. 10036.

Attention: Contract furnishers, architects, designers, and dealers send us your brochures, CONTRACT Magazine is often asked by corporate representatives to provide them with qualified names. Mail to Sales Manager, CONTRACT Reader Brochures, 1501 Broadway, New York, N.Y. 10036.

MANAGER — SUPPLY & EQUIPMENT DEPARTMENT — We are the largest institutional distributor in the Rocky Mountain West carrying some 4500 Supply and Equipment items. You need broad product knowledge, will supervise buyers and specialty salesmen and assume responsibility for merchandising heavy equipment, small wares, table-top, paper & plastic disposables, janitorial and sanitary supplies, chemicals and detergents. Live in Denver on an excellent starting salary plus performance bonus, profit-sharing, and a complete benefit program. Write NOBEL, INC., 1101 W. 48th Ave., Denver, Co. 80217 or phone 303-433-6111 and ask for Oscar Dull.

Circle No. 122 on reader service card





This Patate Group is only one of several world renowned designs by Airborne of France now produced in Canada under license.

See them all during Neocon at S. & J. Marketing — 331 North Wells Exhibitors Building— Chicago — or at other showrooms listed.

U.S.A. CONTACTS

Designer Products Limited
25B — 26th Street
Atlanta, Georgia

Richard L. Hatt Associates
8899 Beverly Blvd.
Los Angeles, California

F.M. Incorporated
103 Broad Street
Boston, Mass.

Laverne Galleries
3925 North Miami Avenue
Miami, Florida

S. & J. Marketing Associates
331 North Wells Street
Chicago, Illinois

George Tanier
P.O. Box 'D'
Croton on Hudson, New York

Vern Associates
2990 West Grand Avenue
Detroit, Michigan

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MAY, 1973

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